

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 24, 1983

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	22.6	18,830
2	TRAPPER JOHN, M.D.	19.8	16,490
3	NEWHART	17.9	14,910
4	JEFFERSONS	17.8	14,830
5	ABC MOVIE SPECIAL(S)	16.8	13,990
5	HART TO HART#	16.8	13,990
7	SIMON & SIMON	16.4	13,660
8	60 MINUTES	16.3	13,580
9	CAGNEY & LACEY#	16.0	13,330
10	A TEAM	15.9	13,240
11	CBS WEDNESDAY NIGHT MOVIE	15.8	13,160
12	NBC MONDAY NIGHT MOVIES	15.7	13,080
13	HILL STREET BLUES	15.6	12,990
14	CBS REPORTS(S)	15.3	12,740
15	CHEERS	15.1	12,580
16	MAGNUM, P.I.	14.9	12,410
16	REMINGTON STEELE	14.9	12,410
18	KNIGHT RIDER	14.8	12,330

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	15.9	34,710
2	TRAPPER JOHN, M.D.	12.9	28,170
3	HART TO HART#	12.8	28,000
4	A TEAM	12.4	26,960
5	JEFFERSONS	12.1	26,320
6	NEWHART	12.0	26,200
7	REMINGTON STEELE	10.8	23,450
8	KNIGHT RIDER	10.6	23,110
9	HILL STREET BLUES	10.4	22,720
10	SIMON & SIMON	10.4	22,700
11	ABC MOVIE SPECIAL(S)	10.2	22,320
12	CHEERS	10.2	22,180
13	CAGNEY & LACEY#	10.0	21,750
14	CBS WEDNESDAY NIGHT MOVIE	9.9	21,700
15	NBC MONDAY NIGHT MOVIES	9.7	21,180
16	MAGNUM, P.I.	9.5	20,810
17	60 MINUTES	9.5	20,800

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	20.3	17,490
2	TRAPPER JOHN, M.D.	16.8	14,500
3	NEWHART	14.5	12,560
4	JEFFERSONS	13.9	12,040
5	CBS WEDNESDAY NIGHT MOVIE	13.3	11,460
6	HART TO HART#	13.2	11,430
7	SIMON & SIMON	12.9	11,120
8	CHEERS	12.2	10,540
9	CBS REPORTS(S)	11.9	10,290
10	NBC MONDAY NIGHT MOVIES	11.8	10,150
11	60 MINUTES	11.7	10,100
12	FANTASY ISLAND#	11.6	10,050
13	REMINGTON STEELE	11.6	9,990
14	CAGNEY & LACEY#	11.5	9,910
15	ALICE#	11.3	9,770
16	20/20	11.2	9,690
17	ONE DAY AT A TIME	11.0	9,500

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC MOVIE SPECIAL(S)	12.7	9,850
2	USFL CHAMPIONSHIP GAME(S)	12.2	9,500
3	60 MINUTES	11.7	9,130
4	HILL STREET BLUES	11.7	9,080
5	MISS UNIVERSE PAGEANT(S)	11.5	8,930
6	HART TO HART#	11.0	8,520
7	A TEAM	10.8	8,430
8	CAGNEY & LACEY#	10.7	8,310
9	SIMON & SIMON	10.5	8,150
10	TRAPPER JOHN, M.D.	10.3	8,020
11	NEWHART	10.3	8,010
12	JEFFERSONS	10.1	7,840
13	MATT HOUSTON#	9.8	7,650
14	REMINGTON STEELE	9.6	7,500
15	MAGNUM, P.I.	9.6	7,470
16	20/20	9.5	7,380
17	KNIGHT RIDER	9.4	7,340
17	NBC SUNDAY NIGHT MOVIE	9.4	7,340

NATIONAL TV NIELSEN RATINGS PERSONS RANKING — TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 24, 1983

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	18.4	9,970
2	HART TO HART#	14.8	8,000
3	TRAPPER JOHN, M.D.	14.5	7,860
4	CHEERS	12.9	6,980
5	CBS WEDNESDAY NIGHT MOVIE	12.3	6,670
6	FANTASY ISLAND#	12.1	6,540
7	NEWHART	12.0	6,490
8	CBS REPORTS(S)	11.8	6,400
9	HILL STREET BLUES	11.7	6,340
10	JEFFERSONS	11.6	6,300
11	REMINGTON STEELE	11.1	6,020
12	SIMON & SIMON	11.0	5,930
13	A TEAM	10.9	5,900
14	KNIGHT RIDER	10.4	5,650
15	CAGNEY & LACEY#	10.4	5,640
16	20/20	10.3	5,600
17	GIMME A BREAK	10.1	5,480

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	25.2	6,670
2	60 MINUTES	21.8	5,780
3	TRAPPER JOHN, M.D.	19.9	5,280
4	NEWHART	18.6	4,920
5	JEFFERSONS	17.5	4,650
6	ALICE#	17.3	4,580
7	SIMON & SIMON	16.0	4,250
8	ONE DAY AT A TIME	15.8	4,190
9	CBS WEDNESDAY NIGHT MOVIE	15.6	4,130
10	MAGNUM, P.I.	15.5	4,100
11	NBC MONDAY NIGHT MOVIES	15.2	4,020
12	DALLAS	14.9	3,960
13	LOVE BOAT	14.3	3,800
14	CBS TUESDAY NIGHT MOVIES	14.2	3,770
15	FALCON CREST	13.7	3,630
16	ON THE ROAD WITH KURALT	13.4	3,560

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HILL STREET BLUES	12.9	6,730
2	USFL CHAMPIONSHIP GAME(S)	12.4	6,460
3	A TEAM	11.8	6,160
4	ABC MOVIE SPECIAL(S)	11.4	5,930
5	HART TO HART#	10.4	5,440
6	MISS UNIVERSE PAGEANT(S)	10.0	5,240
7	REMINGTON STEELE	10.0	5,230
8	SIMON & SIMON	9.8	5,130
9	CAGNEY & LACEY#	9.7	5,080
10	KNIGHT RIDER	9.5	4,950
11	CHEERS	9.4	4,920
12	MATT HOUSTON#	9.2	4,800
13	MAGNUM, P.I.	8.9	4,660
14	NBC SUNDAY NIGHT MOVIE	8.7	4,540
15	60 MINUTES	8.6	4,490
16	NEWHART	8.6	4,480
17	TRAPPER JOHN, M.D.	8.5	4,460
18	USFL CHAMPIONSHIP POST GM(S)	8.4	4,380
19	ABC SUNDAY NIGHT MOVIE#	8.3	4,330

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	18.7	3,800
2	MISS UNIVERSE PAGEANT(S)	14.4	2,920
3	TRAPPER JOHN, M.D.	14.2	2,870
4	ABC MOVIE SPECIAL(S)	13.9	2,820
5	20/20	13.8	2,800
6	NEWHART	13.7	2,780
7	ABC MONDAY NIGHT BASEBALL	13.5	2,730
8	JEFFERSONS	13.2	2,670
9	CAGNEY & LACEY#	13.0	2,630
10	USFL CHAMPIONSHIP GAME(S)	12.7	2,570
11	CBS TUESDAY NIGHT MOVIES	12.0	2,440
12	MAGNUM, P.I.	11.8	2,400
13	ABC MONDAY NIGHT BSBL-PRE	11.7	2,380
14	CBS EVENING NEWS-RATHER	11.7	2,370
15	SIMON & SIMON	11.7	2,370
16	ALICE#	11.5	2,330
17	LOVE BOAT	11.4	2,320
18	HART TO HART#	11.2	2,270

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-34	35-64	55+	TOTAL	18-34	18-49	25-34	35-64	55+	TOTAL	18-34	18-49	25-34	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
*EVENING																																	
A TEAM																																	
TUE. 8.00P 60 NBC A 21 212 207 A 15.9 31 1324 2036 637 244 711 235 446 405 358 232 637 256 464 360 310 149 314 108 374 234																																	
8.00 - 8.30 A 14.6 30 1216 2015 623 245 693 222 419 381 351 241 633 258 461 351 302 147 309 103 380 227																																	
8.30 - 9.00 A 17.2 33 1433 2044 643 240 719 245 464 421 362 222 638 255 466 368 315 148 318 111 369 239																																	
ABC COMEDY SPECIAL 1 193 A 8.1 18 675 1545 681 257 761 305 482 350 390 245 522 159 237 237 257 220 123 89 139 91																																	
2 FRI. 8.30P 30 ABC CS 98 B 8.1 18 675																																	
ABC FRIDAY NIGHT MOVIE 11 184 A 8.2 17 683 1943 698 227 783 330 470 360 317 262 750 375 481 404 242 216 203 82 207 40																																	
2 FRI. 9.00P 120 ABC FF 96 B 11.4 21 950																																	
9.00 - 9.30 A 6.9 15 575 1708 658 193 724 269 379 292 292 292 702 243 354 333 287 287 137 100 145 37																																	
9.30 - 10.00 A 7.1 14 591 2090 746 247 836 347 485 366 299 294 773 349 443 386 236 270 189 92 292 79																																	
10.00 - 10.30 A 9.1 19 758 2000 701 244 780 366 500 386 300 230 764 432 524 420 218 190 246 80 210 30																																	
10.30 - 11.00 A 9.8 20 816 1912 675 216 772 317 481 374 358 245 740 430 549 444 235 145 217 64 183 22																																	
ABC MONDAY NIGHT BSBL-PRE 6 204 205 A 8.5 19 708 1537 502 207 571 159 309 230 278 228 752 220 375 312 336 337 75 17 139 66																																	
1 MON. 8.00P 11 ABC SC 99 99 B 8.1 17 675																																	
2 MON. 8.00P 14																																	
ABC MONDAY NIGHT BASEBALL 6 204 205 A 10.4 19 866 1554 444 184 539 176 306 224 250 199 843 301 463 401 343 315 54 27 118 80																																	
1 MON. 8.11P 160 ABC SE 99 99 B 9.8 18 816																																	
2 MON. 8.14P 155 A 10.1 20 841 1564 470 221 562 183 310 218 250 216 788 275 437 328 312 314 78 30 136 79																																	
8.30 - 9.00 A 10.8 20 900 1562 457 162 550 203 308 209 224 205 861 325 453 366 323 331 44 30 107 70																																	
9.00 - 9.30																																	
9.30 - 10.00 A 10.9 19 908 1622 430 187 577 219 345 227 245 199 900 347 501 418 345 328 37 17 108 77																																	
10.00 - 10.30 A 11.1 19 925 1520 431 167 494 128 282 232 261 190 845 293 480 476 376 281 43 29 138 104																																	
ABC MOVIE SPECIAL(S) 205 A 16.8 32 1399 1595 614 167 649 208 362 356 307 219 704 278 423 429 311 201 131 60 111 82																																	
2 WED. 9.00P 120 ABC FF 99																																	
9.00 - 9.30 A 13.6 27 1133 1645 626 144 660 202 355 359 310 232 713 278 431 442 320 201 128 58 144 101																																	
9.30 - 10.00 A 15.7 29 1308 1588 601 153 635 200 365 355 308 210 696 264 418 418 316 205 137 69 120 87																																	
10.00 - 10.30 A 18.7 35 1558 1577 606 178 643 202 361 358 307 211 695 266 408 427 316 200 135 59 104 74																																	
10.30 - 11.00 A 19.3 36 1608 1572 620 184 655 227 364 352 296 222 705 300 432 423 292 199 124 56 88 78																																	
ABC NEWS CLOSEUP(S) 205 A 6.4 13 533 1570 812 435 837 226 481 499 467 267 511 204 275 139 214 208 157 71 65 34																																	
1 SAT. 10.00P 60 ABC DN 98																																	
10.00 - 10.30 A 7.0 15 583 1633 798 407 822 221 474 469 460 271 565 246 320 147 230 213 162 77 84 58																																	
10.30 - 11.00 A 5.9 13 491 1450 814 454 836 227 478 526 464 254 435 152 219 132 190 193 142 58 37 LT																																	
ABC NEWSBRIEF-M-F 195 192 189 A 9.4 18 783 1768 571 211 631 217 385 350 302 198 677 244 435 396 332 203 234 91 226 148																																	
1 MON. 8.10P 1 ABC N 97 96 B 15.3 24 1274																																	
TU&TH 9.58P 1																																	
1 WED. 9.55P 2																																	
1 FRI. 9.54P 2																																	
2 MON. 8.12P 1																																	
2 WED. 9.57P 1																																	
2 FRI. 9.55P 2																																	
ABC NEWSBRIEF-SAT. 39 192 188 A 12.4 26 1033 1782 736 228 802 251 444 398 364 310 569 244 339 241 230 187 157 86 254 160																																	
SAT. 9.58P 1 ABC N 96 96 B 18.4 32 1533																																	
ABC NEWSBRIEF-SUN. 40 196 195 A 11.8 21 983 1669 533 238 548 162 321 333 327 176 851 337 567 505 407 224 202 82 68 55																																	
1 SUN. 10.10P 2 ABC N 97 97 B 16.4 26 1366																																	
2 SUN. 9.55P 1																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1983 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES						TEENS (12-17)					CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																														
CBS REPORTS(S)-CONT'D																														
		10.00 - 10.30						A	16.0	28	1333	1604	745	396	803	260	519	443	425	243	479	163	290	287	249	154	157	105	165	129
		10.30 - 11.00						A	14.5	27	1208	1647	738	330	814	266	483	419	411	268	562	170	345	347	318	175	143	89	128	98
CBS SAT. NEWS-SCHIEFFER																														
		SAT. 6.30P	30	CBS N		31	158 159	A	7.5	19	625	1381	673	185	748	114	221	243	328	490	529	109	254	252	293	249	37	23	67	49
								B	9.6	20	800																			
CBS SAT. NIGHT MOVIE																														
		1 SAT. 9.00P	150	CBS FF		38	195 199	A	10.8	23	900	1617	710	194	747	211	429	469	404	252	627	234	412	375	322	162	127	81	116	90
		2 SAT. 9.00P	120					B	14.3	25	1191																			
		9.00 - 9.30						A	8.7	19	725	1648	726	220	766	254	435	465	372	258	671	282	422	364	300	206	70	58	141	93
		9.30 - 10.00						A	8.5	18	708	1549	712	180	740	200	420	462	402	255	601	226	376	363	303	178	88	58	120	88
		10.00 - 10.30						A	11.0	23	916	1681	690	186	729	198	447	484	408	227	631	236	444	393	341	135	174	90	147	122
		10.30 - 11.00						A	12.7	27	1058	1680	701	181	731	197	427	468	411	245	645	234	435	399	344	152	173	108	131	109
		11.00 - 11.30						A	16.3	35	1358	1415	705	206	756	207	395	435	403	287	548	181	348	315	289	143	95	78	16	16
CBS TUESDAY NIGHT MOVIES																														
		TUE. 9.00P	120	CBS FF		32	203 199	A	13.8	25	1150	1621	737	249	797	222	395	367	405	327	603	219	353	318	292	212	100	43	121	95
								B	16.0	26	1333																			
		9.00 - 9.30						A	11.9	22	991	1615	727	236	774	170	354	358	410	354	619	192	354	326	327	222	92	34	130	116
		9.30 - 10.00						A	13.4	24	1116	1686	796	252	858	261	447	366	405	342	623	226	365	324	295	215	82	31	123	104
		10.00 - 10.30						A	15.0	27	1250	1618	737	266	796	234	399	371	403	317	601	238	365	324	280	204	102	51	119	87
		10.30 - 11.00						A	14.8	27	1233	1575	703	243	764	213	380	369	409	302	581	217	332	306	279	211	117	49	113	78
CBS WEDNESDAY NIGHT MOVIE																														
						27	201 197	A	15.8	29	1316	1649	790	258	871	271	507	435	410	315	468	162	269	254	212	148	180	114	130	108
WED. 9.00P 120 CBS FF 99 98																														
		9.00 - 9.30						B	14.4	23	1200	1616	782	265	863	271	481	405	377	335	500	176	283	268	219	172	131	83	122	79
		9.30 - 10.00						A	12.1	23	1008	1729	818	275	899	282	526	450	415	323	477	157	261	252	214	161	205	132	148	112
		10.00 - 10.30						A	14.7	27	1225	1652	789	257	868	265	512	446	424	301	457	158	261	248	210	140	195	129	132	122
		10.30 - 11.00						A	17.5	32	1458	1597	772	238	853	265	500	433	417	307	447	153	268	250	216	129	181	106	116	110
CHEERS THU. 9.30P 30 NBC CS 99 99																														
								A	15.1	26	1258	1763	686	310	837	395	553	430	296	236	575	250	390	331	223	154	230	154	121	84
								B	14.4	23	1200																			
CHIPS 1 SUN. 8.00P 60 NBC OP 97																														
		8.00 - 8.30						A	11.0	22	916	1832	645	215	700	211	429	414	335	224	592	125	348	326	335	203	218	116	322	168
		8.30 - 9.00						B	13.7	22	1141																			
								A	10.0	21	833	1783	619	209	677	214	421	412	315	210	567	125	333	310	315	195	217	113	322	158
								A	12.0	23	1000	1860	664	219	714	208	433	413	346	233	601	121	355	338	346	205	222	118	323	176
DALLAS FRI. 9.00P 60 CBS GD 99 99																														
		9.00 - 9.30						A	11.2	22	933	1718	760	227	917	265	452	359	376	424	529	184	290	240	227	213	97	28	175	96
		9.30 - 10.00						B	21.0	35	1749																			
								A	10.8	22	900	1707	761	213	901	246	445	369	377	411	525	189	300	259	225	201	95	28	186	105
								A	11.7	23	975	1702	751	233	921	277	449	344	369	433	524	175	274	218	225	223	94	28	163	86
DIFF'RENT STROKES-SAT. SAT. 8.00P 30 NBC CS 93 96																														
								A	9.3	22	775	1889	665	182	722	197	401	386	324	274	391	108	189	214	161	158	302	178	474	355
								B	14.0	26	1166																			
DUKES OF HAZZARD FRI. 8.00P 60 CBS CS 99 99																														
		8.00 - 8.30						A	10.6	23	883	2196	609	187	661	200	351	307	276	290	637	305	430	261	233	196	284	106	614	314
		8.30 - 9.00						B	15.8	28	1316																			
								A	10.3	23	858	2127	575	170	611	168	296	272	262	292	646	334	442	249	221	189	296	115	574	287
								A	11.1	24	925	2204	626	196	690	223	392	331	282	282	608	271	403	262	236	198	267	93	639	335
EISCHIED FRI. 10.00P 60 NBC OP 94 94																														
		10.00 - 10.30						A	11.8	24	983	1607	666	225	737	217	413	371	403	259	655	184	439	390	377	200	126	62	89	46
		10.30 - 11.00						B	12.7	25	1058																			
								A	11.7	23	975	1577	668	224	730	232	421	366	386	249	628	177	412	370	356	204	114	56	105	53
								A	11.9	24	991	1623	661	223	740	201	403	372	416	271	677	185	460	408	398	196	135	67	71	38

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)	CHILDREN (2-11)				
													18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																													
JEFFERSONS SUN. 9.00P 30 CBS CS 36 200 200																		A 17.8 32	1483	1775	743 271	811 263	424 391	353 312	529 147	287 294	275 182	191 100	244 163
JOANIE LOVES CHACHI TUE. 8.30P 30 ABC CS 199 198																		A 10.0 19	833	1767	647 215	790 368	509 376	257 253	362 166	196 154	109^145^	333 232	282 212
KNIGHT RIDER FRI. 9.00P 60 NBC A 189 197																		A 14.8 30	1233	1874	659 255	707 225	459 422	386 195	596 188	401 373	326 167	189 94^	382 273
9.00 - 9.30 30 CBS CS 95 95																		B 15.2 25	1266	1871	663 256	715 226	464 425	389 197	572 176	383 355	314 161	195 98^	389 280
9.30 - 10.00 30 CBS CS 108 108																		A 13.9 29	1158	1857	651 247	693 220	444 414	380 195	607 191	412 384	335 167	182 91^	375 265
KNOTS LANDING 2 THU. 10.00P 60 CBS GD 5 196																		A 10.8 20	900	1818	859 290	916 255^	489 520	456 336	564 231^	366 307	233^173^	244^153^	94^ 52^
10.00 - 10.30 30 CBS CS 99 99																		B 11.2 21	933	1817	840 290	900 244^	491 523	460 318	561 242^	367 309	221^169^	229^160^	127^ 85^
10.30 - 11.00 30 CBS CS 98 98																		A 10.7 20	891	1823	884 291	937 268	489 518	454 355	566 217^	361 303	248^179^	259^146^	61^ 20^
LOVE BOAT SAT. 9.00P 60 ABC CS 38 201 198																		A 13.6 29	1133	1775	714 215	766 193	392 359	371 335	568 224	316 236	241 204	150 86^	291 197
9.00 - 9.30 30 ABC CS 98 99																		B 19.2 33	1599	1763	700 203	751 176	366 330	358 349	564 216	301 225	237 214	142 89^	306 216
9.30 - 10.00 30 ABC CS 108 108																		A 13.0 28	1083	1781	729 226	782 209	415 388	386 322	568 228	328 244	246 195	155 82^	276 181
LOVE, SIDNEY 1 MON. 8.00P 30 NBC CS 13 203 98																		A 11.2 24	933	1433	469 104^	608 180^	233^237^	233^315	314 96^	108^ 99^	148^179^	252^182^	259 189^
MAGNUM, P.I. 38 203 201																		B 12.2 21	1016	1677	691 253	759 197	385 356	356 330	602 201	376 322	305 195	117 68^	199 124
10.30 - 11.00 30 NBC CS 128 128																		A 14.9 30	1241	1802	691 253	823 245	422 389	311 242	690 131^	381^384^	301^122^	332^ 89^	343^ 185^

THU.	8.00P	60	CBS	PD	99	99	B 21.0 34	1749	1643	687 259	750 194	368 342	344 339	606 202	363 312	307 209	97^ 56^	190 113							
	8.00 - 8.30						A 14.2 30	1183	1697	694 247	763 198	398 368	367 321	592 201	383 331	299 177	134 79^	208 132							
MAKING OF SUPERMAN II(S)	1 SUN.	7.00P	60	ABC	DO	95	A 7.0 15	583	2237	709 131^	777 309^	528 545	342^153^	787 302^	626 499	414 161^	293^ 83^	380^ 196^							
	7.00 - 7.30						A 6.4 14	533	2251	699 141^	738 299^	522 556	349^112^	822 360^	678 523	396^144^	298^ 95^	393^ 218^							
	7.30 - 8.00						A 7.7 17	641	2184	705 117^	795 313^	525 530	332^179^	743 247^	570 469	420 173^	284^ 70^	362^ 174^							
MASADA PART I(S)	1 TUE.	9.00P	120	ABC	GD	99	A 9.0 16	750	1516	452 147^	530 160^	269^273^	222^212^	629 245^	421 371	316^193^	215^ 51^	142^ 125^							
	9.00 - 9.30						A 9.5 17	791	1621	492 175^	626 214^	331 287^	235^250^	575 172^	355 328	326 199^	190^ 72^	230^ 173^							
	9.30 - 10.00						A 8.7 16	725	1498	432 164^	529 168^	270^252^	205^220^	641 274^	452 406	301^168^	216^ 50^	112^ 112^							
	10.00 - 10.30						A 8.7 16	725	1466	447 138^	476 119^	239^285^	240^178^	660 280^	443 380	306^210^	221^ 43^	109^ 109^							
	10.30 - 11.00						A 9.1 16	758	1447	427 106^	475 136^	233^265^	200^194^	637 261^	436 366	317 197^	230^ 35^	105^ 105^							
MASADA PART II(S)	1 WED.	9.00P	120	ABC	GD	99	A 9.8 18	816	1821	539 216^	561 124^	344 406	348 151^	712 215^	482 473	413 199^	272^ 86^	276^ 225^							
	9.00 - 9.30						A 8.9 17	741	1713	498 190^	533 130^	308^380	322^153^	689 196^	449 459	390 214^	221^ 76^	270^ 183^							
	9.30 - 10.00						A 9.5 17	791	1732	480 202^	500 119^	310 370	314 130^	703 199^	490 502	420 185^	245^ 77^	284^ 226^							
	10.00 - 10.30						A 10.0 18	833	1851	559 218^	576 130^	354 398	350 159^	718 235^	500 482	417 190^	285^ 89^	272^ 229^							
	10.30 - 11.00						A 10.9 19	908	1913	598 245^	614 113^	388 454	388 160^	714 218^	481 440	418 199^	312 96^	273 252^							
MASADA PART III(S)	1 THU.	8.00P	120	ABC	GD	99	A 8.2 16	683	1750	414 116^	448 172^	277^226^	180^171^	761 313^	581 490	399 161^	226^ 42^	315^ 236^							
	8.00 - 8.30						A 6.9 15	575	1557	334^ 87^	356^148^	202^180^	115^154^	696 247^	483 432	399^188^	216^ 66^	289^ 233^							
	8.30 - 9.00						A 7.3 14	608	1720	373^ 83^	404 154^	227^196^	140^177^	768 337^	589 463	399 156^	211^ 37^	337^ 233^							
	9.00 - 9.30						A 8.3 15	691	1874	434 142^	469 203^	285^223^	161^184^	797 339^	604 540	401 171^	191^ 32^	417 284^							
	9.30 - 10.00						A 10.1 17	841	1823	487 139^	529 173^	359 284^	272^170^	788 329	631 520	399 142^	275^ 37^	231^ 202^							

[illegible]

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	START DAY	TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	WORK-ING	WOMEN	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
EVENING CONT'D																																	
NBC NIGHTLY NEWS-SAT. 32 169 168 A 6.3 16 525 1531 683 128^ 782 128^ 341 366 420 363 551 92^ 211^225^ 292 295 105^105^ 93^ 42^																																	
SAT. 6.30P 30 NBC N 89 89 B 8.2 17 683																																	
NBC NIGHTLY NEWS-SUN 32 163 172 A 5.5 13 458 1406 556 187^ 591 151^ 306 238^ 273 285 746 178^ 367 292 285 359 15^ LT 54^ 46^																																	
SUN. 6.30P 30 NBC N 80 87 B 7.2 14 600																																	
NBC NIGHTLY NEWS 199 206 205 A 9.0 20 750 1552 667 179 758 146 294 293 346 404 575 139 246 226 260 294 105 56^ 114 77^																																	
M-F 6.30P 30 NBC N 99 99 B 10.9 20 908																																	
NBC SUNDAY NIGHT MOVIE 36 199 195 A 11.9 21 991 1721 717 274 754 258 442 445 348 247 740 281 458 413 351 222 93^ 42^ 134 74^																																	
SUN. 9.00P 120 NBC FF 98 98 B 16.6 26 1383																																	
9.00 - 9.30 A 11.9 21 991 1825 722 260 778 247 442 458 359 274 755 255 450 422 389 237 119^ 66^ 173 114^																																	
9.30 - 10.00 A 12.0 21 1000 1749 715 275 756 245 431 449 359 254 733 261 443 409 356 228 98^ 49^ 162 94^																																	
10.00 - 10.30 A 12.1 22 1008 1682 710 280 733 271 444 434 333 222 746 319 482 424 323 206 87^ 31^ 116^ 53^																																	
10.30 - 11.00 A 11.4 21 950 1639 728 285 755 272 458 444 342 236 739 295 462 405 339 219 65^ 19^ 80^ 27^																																	
NEWHART 5 200 200 A 17.9 31 1491 1757 762 278 841 300 434 399 325 330 537 177 300 298 236 186 177 101 202 138																																	
SUN. 9.30P 30 CBS CS 99 99 B 16.4 30 1366																																	
NEWS IS THE NEWS 3 201 A 10.5 19 875 1410 483 300 564 258^ 344 316 239^161^ 565 282 410 338 230^155^ 201^139^ 80^ 57^																																	
1 WED. 10.00P 30 NBC CV 98 B 10.6 19 883																																	
NEWSBREAK-M-F 198 181 182 A 9.9 19 825 1655 676 245 756 215 387 349 331 324 544 203 327 268 235 192 132 65^ 223 137																																	
1 M-F 8.58P 1 CBS N 90 91 B 14.3 23 1191																																	
2 M & TU 8.57P 2																																	

2 W-F	8.58P	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		</
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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #		DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																															
QUINCY, M.E.																															
		SAT.	9.00P	60	NBC OP	93	191	A	8.7	18	725	1737	683	205	787	244	449	375	361	297	529	192	326	298	252	186	211	106^	210	145^	
		9.00 - 9.30						A	8.2	18	683	1758	696	188	792	249	460	390	368	288	510	187	312	281	237	179	219	117^	237	202	
		9.30 - 10.00						A	9.1	19	758	1724	675	218	785	242	438	366	353	305	550	198	343	319	265	190	202	95^	187	96	
REAL PEOPLE																															
		WED.	8.00P	60	NBC PV	98	207	A	10.0	22	833	1768	657	232	726	270	401	332	256	295	456	120^	237	244	239	175	219	137^	367	300	
		8.00 - 8.30						B	15.8	26	1316				685	247	360	296	238	295	468	133^	241	253	239	176	207	123^	415	326	
		8.30 - 9.00						A	9.5	21	791	1775	617	200	772	294	441	365	277	299	441	105^	230	237	240	172	229	149	329	278	
								A	10.4	22	866	1771	698	262																	
REMINGTON STEELE																															
		TUE.	9.00P	60	NBC GD	99	198	A	14.9	27	1241	1890	723	241	805	274	486	473	382	262	605	250	422	342	276	149	297	159	183	134	
		9.00 - 9.30						B	15.2	24	1266				782	269	476	461	368	254	612	252	432	343	281	148	328	165	195	145	
		9.30 - 10.00						A	14.6	27	1216	1917	699	239	828	281	495	482	393	271	595	245	411	342	272	147	267	153	171	124	
								A	15.1	27	1258	1861	747	241																	
RIPLEY'S BELIEVE IT-NOT																															
		2 SUN.	7.35P	25	ABC U	95	190	A	6.2	13	516	2415	816	175^	853	377^	551	474	343^	280^	775	340^	497	398^	314^	225^	249^	138^	538	338^	
								B	11.4	19	950																				
ST. ELSEWHERE																															
		TUE.	10.00P	60	NBC GD	98	197	A	13.5	24	1125	1515	744	292	824	298	481	426	347	282	504	221	357	273	218	116	110	69^	77^	37^	
		10.00 - 10.30						B	11.8	20	983				819	298	483	431	347	272	509	222	367	281	220	115	124	75^	76^	38^	
		10.30 - 11.00						A	12.9	23	1075	1528	746	281	821	297	476	420	345	286	493	221	345	259	211	117	91^	60^	75^	34^	
								A	14.2	26	1183	1480	739	300																	
SILVER SPOONS																															
						38	195	199	A	9.8	22	816	1891	675	220	755	246	437	412	331	257	414	132^	213	210	159	167	356	227	366	270
SAT. 8.30P 30 NBC CS 94 97																															
SIMON & SIMON																															
		THU.	9.00P	60	CBS PD	99	201	A	16.4	29	1366	1662	758	288	814	204	433	439	415	311	597	213	375	348	290	173	119	94	132	79^	
		9.00 - 9.30						B	19.9	31	1658				813	195	421	427	417	325	588	201	367	344	292	172	120	93	110	61^	
		9.30 - 10.00						A	15.8	29	1316	1631	758	289	812	215	445	448	409	297	601	224	383	349	287	173	115	93	151	95	
								A	17.0	29	1416	1679	757	281																	
SIX PACK(S)																															
		2 SUN.	8.00P	60	NBC CS	97	200	A	9.8	19	816	2109	773	328	894	306	641	594	474	188^	673	230^	443	399	350	175^	142^	64^v	400	284^	
		8.00 - 8.30						A	9.6	20	800	2090	758	355	895	293^	640	602	487	182^	664	253^	445	370	322	169^	134^	46^v	397	267^	
		8.30 - 9.00						A	10.1	19	841	2090	774	297	876	311	629	578	454	191^	670	204^	436	422	372	177^	147^	80^	397	296	
60 MINUTES																															
		SUN.	7.00P	60	CBS DN	99	207	A	16.3	36	1358	1532	702	199	744	148	271	275	338	425	673	181	331	340	325	281	33^	19^v	82^	56^	
		7.00 - 7.30						B	23.1	39	1924				739	147	271	277	334	422	691	181	331	344	335	294	36^	21^v	83^	55^	
		7.30 - 8.00						A	16.1	36	1341	1549	702	176	748	148	271	271	339	430	653	179	330	336	315	266	27^	17^v	79^	55^	
								A	16.5	36	1374	1507	704	219																	
SQUARE PEGS																															
		MON.	8.00P	30	CBS CS	97	194	A	12.2	25	1016	1786	612	262	704	302	440	350	245	236	468	260	339	224	134	118^	347	211	267	162	
								B	11.5	23	958																				
T.J. HOOKER																															
		SAT.	8.00P	60	ABC OP	97	196	A	10.0	23	833	1561	663	275	739	163	326	313	332	359	517	150	227	162	224	261	168	108^	137^	73^	
		8.00 - 8.30						B	14.3	26	1191				740	155^	318	297	326	372	516	137^	221	160^	224	271	176	115^	136^	81^	
		8.30 - 9.00						A	9.0	22	750	1568	660	284	738	171	333	320	335	351	514	157	228	160	220	255	158	99^	136	66^	
								A	10.9	25	908	1546	669	266																	
TAXI																															
		1 WED.	10.30P	30	NBC CS	99	196	A	9.3	16	775	1444	445	321	619	287^	390	346	275^	147^	513	220^	348	322	239^	161^	203^	129^	109^	82^	
								B	9.6	18	800																				
THREE'S COMPANY																															
		2 TUE.	9.00P	30	ABC CS	99	206	A	13.0	24	1083	1886	645	212^	762	332	498	366	292	236	536	174^	309	266	220^	202^	287	142^	301	177^	
								B	19.7	30	1641																				

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																		
														WOMEN					MEN																									
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11																
LATE FRINGE CONT'D																			1165	494	318	800	98	536	522	593	512	281	138	350	521	184	382	731	11	11								
CBS NEWS NIGHTWATCH-1																			181	75	74	A	1.6	17	133	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
1 MON. 2.10A 20 CBS N																			70	69	B	1.6	18	133	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
1 TU-THS 2.00A 30																			1151	270	143	800	98	536	522	593	512	281	138	350	521	184	382	731	11	11								
2 M-THSU 2.00A 30																			1151	270	143	800	98	536	522	593	512	281	138	350	521	184	382	731	11	11								
CBS NEWS NIGHTWATCH-2																			195	113	112	A	1.2	24	100	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
M-THSU 2.30A 210 CBS N																			91	91	B	1.1	24	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
2.30 - 3.00																			A	1.4	19	117	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
3.00 - 3.30																			A	1.4	22	117	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
3.30 - 4.00																			A	1.3	24	108	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
4.00 - 4.30																			A	1.3	28	108	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
4.30 - 5.00																			A	1.2	29	100	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
5.00 - 5.30																			A	1.1	28	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
5.30 - 6.00																			A	1.0	25	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
CBS SUNDAY NEWS-OSGOOD																			40	121	123	A	6.1	13	508	1530	754	315	786	237	394	283	352	307	541	211	328	332	264	159	185	88	18	18
SUN. 11.00P 15 CBS N																			68	69	B	5.9	12	491	560	270	376	251	175	155	419	182	313	244	168	84	112	28	29	25				
DAVID LETTERMAN I																			158	187	187	A	3.3	15	275	1120	462	164	560	270	376	251	175	155	419	182	313	244	168	84	112	28	29	25
M-TH 12.30A 30 NBC GV																			98	98	B	3.1	16	258	585	275	390	250	175	165	350	150	255	250	155	65	75	LT	LT	LT	LT			
DAVID LETTERMAN II																			158	187	187	A	2.4	14	200	1015	454	140	585	275	390	250	175	165	350	150	255	250	155	65	75	LT	LT	LT
M-TH 1.00A 30 NBC GV																			98	98	B	2.4	16	200	1074	407	130	540	240	373	272	184	167	439	208	304	203	161	115	54	LT	41	41	
DAVID LETTERMAN SPECIAL(S)																			191		A	2.6	13	217	1074	407	130	540	240	373	272	184	167	439	208	304	203	161	115	54	LT	41	41	
1 FRI. 12.30A 90 NBC GV																			97		A	3.1	12	258	1109	430	124	569	291	384	279	155	185	458	229	334	183	147	124	82	LT	LT	LT	
12.30 - 1.00																			A	2.5	12	208	1173	524	236	644	288	471	385	231	173	442	207	269	169	149	153	53	LT	34	34			
1.00 - 1.30																			A	2.1	13	175	966	252	LT	395	120	257	137	183	138	429	195	321	286	200	57	LT	LT	120	120			
1.30 - 2.00																			A	3.0	14	250	1148	732	348	808	368	556	396	316	232	260	104	180	180	104	80	72	72	LT	LT			
DAVID LETTERMAN SP(S)																			186		A	3.2	12	267	1318	827	486	898	394	678	498	366	201	263	98	139	139	53	124	142	142	LT	LT	
2 FRI. 12.30A 84 NBC GV																			95		A	3.2	15	267	1165	790	266	880	367	577	442	326	273	244	101	196	196	124	48	41	41	LT	LT	
12.30 - 1.00																			A	2.5	15	208	803	476	246	534	313	313	154	221	221	269	115	212	212	154	57	LT	LT	LT	LT			
1.00 - 1.30																			A	6.4	21	533	1214	588	203	657	197	355	340	330	247	396	145	227	233	197	128	90	49	71	70			
1.30 - 2.00																			B	6.1	21	508	1253	587	181	664	188	347	327	327	266	417	142	241	242	216	136	92	51	80	80			
LATE MOVIE I																					A	6.4	21	533	1203	575	215	650	205	358	344	325	232	390	155	232	225	184	122	95	55	68	64	
1 MON. 11.40P 72 CBS FF																			87	87	B	6.1	28	508	1014	507	169	577	148	269	294	289	254	278	118	151	199	128	79	57	12	102	89	
1 TUE. 11.30P 71																					A	6.6	18	550	1125	545	158	583	190	329	317	307	194	396	129	208	237	223	135	79	33	67	60	
1 WED. 11.30P 79																					A	6.4	21	533	1203	575	215	650	205	358	344	325	232	390	155	232	225	184	122	95	55	68	64	
2 MTUF 11.30P 72																					A	6.1	28	508	1014	507	169	577	148	269	294	289	254	278	118	151	199	128	79	57	12	102	89	
2 WED. 11.30P 81																					A	6.6	18	550	1253	587	181	664	188	347	327	327	266	417	142	241	242	216	136	92	51	80	80	
2 THU. 11.30P 71																					A	6.4	21	533	1203	575	215	650	205	358	344	325	232	390	155	232	225	184	122	95	55	68	64	
11.30 - 12.00																			A	6.1	28	508	1014	507	169	577	148	269	294	289	254	278	118	151	199	128	79	57	12	102	89			
12.00 - 12.30																			A	6.1	28	508	1014	507	169	577	148	269	294	289	254	278	118	151	199	128	79	57	12	102	89			
12.30 - 1.00																			A	6.1	28	508	1014	507	169	577	148	269	294	289	254	278	118	151	199	128	79	57	12	102	89			
LATE MOVIE II																			196	166	167	A	5.0	26	417	1125	545	158	583	190	329	317	307	194	396	129	208	237	223	135	79	33	67	60
1 MON. 12.52A 45 CBS FF																			87	87	B	4.2	25	350	1125	545	158	583	190	329	317	307	194	396	129	208	237	223	135	79	33	67	60	
1 TUE. 12.41A 46																					A	5.0	26	417	1125	545	158	583	190	329	317	307	194	396	129	208	237	223	135	79	33	67	60	
1 WED. 12.49A 40																					A	5.0	26	417	1125	545	158	583	190	329	317	307	194	396	129	208	237	223	135	79	33	67	60	
1 THU. 12.41A 55																					A	5.0	26	417	1125	545	158	583	190	329	317	307	194	396	129	208	237	223	135	79	33	67	60	
1 FRI. 12.41A 48																					A	5.0	26	417	1125	545	158	583	190	329	317	307	194	396	129	208	237	223	135	79	33	67	60	
2 MON. 12.42A 42																					A	5.0	26	417	1125	545	158	583	190	329	317	307	194	396	129	208	237	223	135	79	33	67	60	
2 TUE. 12.42A 52																					A	5.0	26	417	1125	545	158	583	190	329	317	307	194	396	129	208	237	223	135	79	33	67	60	
CONT'D																																												

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11										
LATE FRINGE CONT'D																																				
LATE MOVIE 11-CONT'D																																				
2 WED. 12.51A 41																																				
2 THU. 12.41A 44																																				
2 FRI. 12.42A 47																																				
1.00 - 1.30													A	4.9	28	408	1093	512	128	561	186	314	297	294	186	385	123	196	233	218	130	81	32	66	59	
NBC LATE NIGHT MOVIE																																				
1 SUN. 11.30P 18													A	1.6	5	133	1120	526	165	624	37	248	287	369	330	451	180	300	233	181	151	45	45	LT	LT	
2 SUN. 11.30P 35													B	1.5	5	125																				
11.30 - 12.00													A	1.6	5	133	1143	556	158	654	38	256	302	376	345	459	181	309	242	188	150	LT	LT	LT	LT	
NBC NEWS OVERNIGHT-M-F																																				
1 MON. 1.30A 31													A	1.5	12	125	512	208	87	256	160	184	96	48	64	240	88	160	184	136	40	LT	LT	LT	LT	
1 TU-TH 1.30A 45													B	1.5	14	125																				
1 FRI. 2.00A 28																																				
2 M & TU 1.30A 29																																				
2 WED. 1.30A 45																																				
2 THU. 1.30A 28																																				
2 FRI. 2.00A 27																																				
1.30 - 2.00													A	1.5	11	125	960	400	176	576	320	384	208	160	144	376	128	256	288	232	88	LT	LT	LT	LT	
2.00 - 2.30													A	1.5	12	125	600	80	LT	80	LT	56	56	80	LT	448	344	344	280	104	LT	LT	LT	LT	72	72
ONE ON ONE																																				
1 MON. 12.35A 31													A	1.4	6	117	573	256	43	265	77	128	94	120	102	265	111	188	171	120	60	LT	LT	LT	LT	
1 TUE 12.30A 31													B	1.4	7	117																				
1 TUEF 12.30A 31																																				
2 M-F 12.30A 31													A	1.4	6	117	624	265	43	299	95	154	102	136	111	282	120	196	179	119	69	LT	LT	LT	LT	
12.30 - 1.00																																				
SATURDAY NIGHT																																				
1 SAT. 11.30P 79													A	6.6	20	550	1575	523	205	679	333	547	411	278	126	575	284	433	397	209	113	252	183	69	66	
2 SAT. 11.30P 82													B	7.3	22	608																				
11.30 - 12.00													A	7.4	20	616	1588	524	213	701	253	534	421	378	150	569	249	405	342	229	129	238	167	80	74	
12.00 - 12.30													A	6.5	21	541	1525	512	186	652	347	537	392	234	115	566	285	438	410	205	102	242	180	65	65	
12.30 - 1.00													A	5.4	21	450	1738	746	247	962	637	866	626	285	96	457	312	312	304	66	105	219	219	100	100	
TONIGHT SHOW																																				
M-F 11.30P 60													A	6.7	20	558	1371	586	222	670	226	385	323	312	232	557	213	353	288	230	170	102	38	42	28	
11.30 - 12.00													B	6.7	22	558																				
12.00 - 12.30													A	7.4	20	616	1398	588	220	660	205	368	327	329	233	593	217	367	313	259	186	102	42	43	32	
													A	6.0	20	500	1310	574	218	668	249	399	311	286	224	504	205	332	254	191	146	98	29	40	26	
VIEWPOINT(S)																																				
1 THU. 11.30P 91													A	3.8	13	317	1139	429	101	514	142	243	180	237	271	625	54	221	248	365	357	LT	LT	LT	LT	
11.30 - 12.00													A	5.7	15	475	1434	573	105	695	253	392	295	269	303	739	88	272	307	382	394	LT	LT	LT	LT	
12.00 - 12.30													A	3.2	11	267	925	326	113	412	56	153	97	251	259	513	33	86	116	267	397	LT	LT	LT	LT	
12.30 - 1.00													A	2.4	11	200	805	235	80	255	LT	LT	LT	150	245	550	LT	295	300	490	250	LT	LT	LT	LT	
WEEKDAY DAYTIME																																				
ABC DAYTIME NEWSBRIEF-M-F																																				
1 MWTH 1.58P 1													A	8.5	27	708	1405	723	244	809	393	591	449	336	157	250	169	205	110	57	43	238	199	108	44	
1 TU & F 1.57P 2													B	8.3	27	691																				
2 MON. 1.57P 2																																				
2 TU-F 1.58P 1																																				

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
PROGRAM NAME																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																</																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN						MEN					TEENS (12-17)		CHILDREN (2-11)	
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11	
WEEKDAY DAYTIME CONT'D																													
FANTASY																													
M-F																													
3.00P																													
60 NBC																													
208 160 160																													
83 83																													
A																													
3.9 13 325																													
B																													
3.5 12 292																													
A																													
3.7 12 308																													
A																													
4.1 13 342																													
GENERAL HOSPITAL																													
M-F																													
3.00P																													
60 ABC																													
198 205 205																													
DD 99 99																													
A																													
9.4 30 783																													
B																													
9.9 33 825																													
A																													
9.2 30 766																													
A																													
9.7 30 808																													
GOOD MORNING, AMERICA-730																													
M-F																													
7.30A																													
30 ABC																													
200 209 209																													
N 99 99																													
A																													
4.0 27 333																													
B																													
5.2 27 433																													
GOOD MORNING, AMERICA-830																													
M-F																													
8.30A																													
30 ABC																													
199 206 206																													
N 99 99																													
A																													
4.9 24 408																													
B																													
5.6 27 466																													
GUIDING LIGHT																													
M-F																													
3.00P																													
60 CBS																													
202 203 203																													
DD 99 99																													
A																													
7.7 25 641																													
B																													
7.4 25 616																													
A																													
7.6 25 633																													
A																													
7.8 24 650																													
LOVING																													
M-F																													
11.30A																													
30 ABC																													
20 202 202																													
DD 97 97																													
A																													
4.0 15 333																													
B																													
4.2 16 350																													
NEWSBREAK-11.57																													
M-F																													
1.30P																													
30 CBS																													
202 179 178																													
A																													
7.6 29 633																													
M-F																													
11.57A																													
2 CBS																													
90 89																													
B																													
7.0 29 583																													
NEWSBREAK-3.57																													
M-F																													
3.57P																													
2 CBS																													
202 189 188																													
N 95 95																													
B																													
6.2 19 516																													
ONE LIFE TO LIVE																													
M-F																													
2.00P																													
60 ABC																													
199 204 204																													
DD 99 99																													
A																													
7.7 26 641																													
B																													
8.0 29 666																													
A																													
7.7 25 641																													
A																													
7.7 26 641																													
PRICE IS RIGHT 1																													
M-F																													
11.00A																													
30 CBS																													
202 205 205																													
AP 99 99																													
A																													
6.7 27 558																													
B																													
6.8 30 566																													
PRICE IS RIGHT 2																													
M-F																													
11.30A																													
30 CBS																													
203 205 205																													
AP 99 99																													
A																													
9.4 36 783																													
B																													
8.6 36 716																													
RYAN'S HOPE																													
M-F																													
12.30P																													
30 ABC																													
199 183 184																													
DD 93 96																													
A																													
5.0 18 417																													
B																													
5.4 20 450																													
SALE OF THE CENTURY																													
1 M-F																													
10.30A																													
30 NBC																													
135 152 152																													
QG 86 85																													
2 MTUWF																													
10.30A																													
30																													
2 THU.																													
10.46A																													
14																													
SEARCH FOR TOMORROW																													
M-F																													
12.30P																													
30 NBC																													
200 164 164																													
DD 81 81																													
A																													
3.3 12 275																													
B																													
2.8 11 233																													
TATTLTALES																													
M-F																													
4.00P																													
30 CBS																													
200 122 123																													
QG 69 70																													
A																													
3.7 12 308																													
B																													
3.0 9 250																													
TODAY SHOW-7.30AM																													
M-F																													
7.30A																													
30 NBC																													
200 208 208																													
N 99 99																													
A																													
3.0 20 250																													
B																													
3.9 20 325																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
																WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-49	25-54
WEEKDAY DAYTIME CONT'D																															
TODAY SHOW-8.30AM																															
M-F 8.30A 30 NBC N																															
TOO CLOSE-COMFORT DAYTIME																															
M-F 11.00A 30 ABC CS																															
\$25,000 PYRAMID																															
M-F 10.00A 30 CBS QP																															
WHEEL OF FORTUNE																															
M-F 11.00A 30 NBC QG																															
YOUNG AND THE RESTLESS																															
M-F 12.30P 60 CBS DD																															
12.30 - 1.00																															
1.00 - 1.30																															
*WEEKEND DAYTIME																															
ABC WEEKEND SPECIALS																															
2 SAT. 12.00N 30 ABC FV																															
ABC WIDE WORLD-SPORTS SAT																															
SAT. 5.00P 90 ABC SA																															
5.00 - 5.30																															
5.30 - 6.00																															
6.00 - 6.30																															
AMERICAN BANDSTAND '83																															
2 SAT. 12.30P 60 ABC PC																															
12.30 - 1.00																															
1.00 - 1.30																															
AMERICAN SPORTSMAN																															
SUN. 4.30P 90 ABC SA																															
4.30 - 5.00																															
5.00 - 5.30																															
5.30 - 6.00																															
ANHEUSER BUSCH GOLF-SAT.(S)																															
2 SAT. 5.49P 11 NBC SE																															
ANHEUSER BUSCH GOLF-SUN.(S)																															
2 SUN. 2.00P 120 NBC SE																															
2.00 - 2.30																															
2.30 - 3.00																															
3.00 - 3.30																															
3.30 - 4.00																															
ASK NBC NEWS-8:28AM																															
SAT. 8.28A 2 NBC CN																															
ASK NBC NEWS-8:58AM																															
SAT. 8.58A 2 NBC CN																															
ASK NBC NEWS-10:28AM																															
SAT. 10.28A 2 NBC CN																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKEND DAYTIME CONT'D																															
ASK NBC NEWS-10:58AM						41	202	201	A	5.2	21	433	1730	252	118	375	246	322	232	97	32	310	214	294	195	80	16	283	87	762	560
SAT. 10.58A 2 NBC CN						95	94	B	6.6	24	550																				
ASK NBC NEWS-11:58AM						39	194	195	A	5.1	19	425	1821	264	141	370	210	277	216	98	77	320	255	286	241	31	34	481	348	650	426
SAT. 11.58A 2 NBC CN						93	93	B	6.0	21	500																				
BLACKSTAR						23	162	161	A	5.0	18	417	1619	504	122	609	414	528	309	174	57	370	183	339	308	187	31	165	122	475	331
SAT. 1.00P 30 CBS CA						84	82	B	4.4	15	367																				
BRITISH OPEN GOLF-SAT.(S)						204			A	4.3	16	358	1131	371	106	431	45	129	115	201	274	545	148	232	221	218	313	55	LT	100	67
1 SAT. 12.00N 142 ABC SE						99																									
12.00 - 12.30									A	3.7	14	308	1065	270	65	299	29	69	40	117	230	510	107	243	243	228	267	45	LT	211	146
12.30 - 1.00									A	3.6	14	300	1347	344	67	547	190	236	90	210	267	547	134	184	184	213	363	206	57	47	33
1.00 - 1.30									A	4.5	16	375	1133	531	184	557	19	216	261	341	296	488	179	179	179	122	309	24	LT	64	29
1.30 - 2.00									A	4.9	17	408	980	351	99	380	LT	47	76	157	304	519	122	201	201	229	318	LT	LT	81	51
2.00 - 2.30									A	4.8	17	400	1233	353	95	378	25	98	98	165	255	698	205	386	326	328	312	32	LT	125	93
BRITISH OPEN GOLF-SUN.(S)						204			A	5.8	23	483	1453	424	162	517	45	148	171	169	346	780	180	381	445	371	335	95	31	61	46
1 SUN. 11.00A 120 ABC SE						99																									
11.00 - 11.30									A	4.0	17	333	1348	535	145	583	38	143	187	184	396	675	182	282	282	261	393	LT	LT	90	90
11.30 - 12.00									A	5.3	21	441	1415	456	168	526	55	168	209	181	317	760	192	345	383	331	377	25	25	104	80
12.00 - 12.30									A	6.8	26	566	1468	409	159	516	45	159	177	158	339	822	176	412	500	408	322	100	LT	30	LT
12.30 - 1.00									A	7.1	26	591	1513	344	163	471	44	126	126	151	345	810	171	430	525	419	285	192	79	40	40
BUGS BUNNY/ROAD RUNNER 1						22	203	203	A	3.5	17	292	1760	317	64	338	276	276	119	46	62	394	184	249	213	199	127	330	48	698	390
SAT. 9.30A 30 CBS CA						99	99	B	4.0	16	333																				
BUGS BUNNY/ROAD RUNNER 2						22	203	203	A	5.2	22	433	1621	274	63	286	198	198	89	68	65	375	195	261	210	169	84	142	39	818	453
SAT. 10.00A 30 CBS CA						99	99	B	5.6	22	466																				
BUGS BUNNY/ROAD RUNNER 3						21	193	195	A	5.5	22	458	1758	432	85	443	286	323	152	120	80	352	144	223	220	181	83	257	124	706	351
SAT. 11.00A 30 CBS CA						97	97	B	5.9	22	491																				
BUGS BUNNY/ROAD RUNNER 4						21	193	195	A	6.1	23	508	1652	425	76	446	334	354	154	81	71	382	208	235	186	129	98	240	126	584	241
SAT. 11.30A 30 CBS CA						97	97	B	6.3	23	525																				
CAPTAIN KANGAROO-SAT						41	140	140	A	.9	14	75	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SAT. 7.00A 60 CBS CL						84	84	B	1.1	14	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
7.00 - 7.30									A	.8	14	67	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
7.30 - 8.00									A	1.1	15	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
CBS CHILDREN'S FILM FEST.						18	158	154	A	3.5	12	292	1507	332	96	479	274	325	232	134	113	384	161	325	263	202	59	144	82	500	281
SAT. 1.30P 30 CBS CL						82	81	B	3.4	12	283																				
CBS SPORTS SUNDAY						15	186	183	A	5.2	15	433	1681	609	247	656	215	407	382	335	200	869	367	565	542	384	265	74	34	82	23
1 SUN. 4.12P 108 CBS SA						95	96	B	6.6	18	550																				
2 SUN. 4.00P 120																															
4.00 - 4.30									A	4.5	13	375	1680	609	441	667	244	539	420	368	92	837	482	642	697	259	140	128	71	48	LT
4.30 - 5.00									A	4.4	13	367	1853	652	289	693	230	439	419	383	178	1010	532	758	684	394	226	73	32	77	22
5.00 - 5.30									A	5.5	16	458	1686	610	236	645	217	394	371	332	209	861	332	546	512	398	275	86	43	94	25
5.30 - 6.00									A	6.7	19	558	1600	594	164	655	224	381	375	296	232	811	279	466	447	409	305	54	21	80	19
DUKES						23	200	200	A	5.3	22	441	1608	310	90	328	177	195	130	124	74	233	116	140	111	107	59	171	68	876	458
SAT. 10.30A 30 CBS CA						99	99	B	6.1	23	508																				
FACE THE NATION						40	157	159	A	2.6	10	217	1180	691	180	742	231	258	206	157	452	304	38	65	79	235	225	55	55	79	33
SUN. 11.30A 30 CBS CC						92	93	B	3.0	10	250																				

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11				
													TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+			
WEEKEND DAYTIME CONT'D																													
FLASH GORDON																													
SAT. 12.30P 30 NBC CA 39 124 123 A 3.2 12 267 1592 315^158^ 315^131^ 303^303^ 172^ LT 457 322^ 371^221^ 99^ 86^ 306^131^ 514 318^																													
FLINTSTONE FUNNIES																													
SAT. 8.00A 30 NBC CA 40 195 195 A 1.9 19 158 1342 184^ LT 222^222^ 222^ 95^ LT LT 228^ LT 172^172^ 152^ 56^ LT LT 868 652																													
GARY COLEMAN SHOW																													
SAT. 10.30A 30 NBC CA 41 202 201 A 5.4 22 450 1700 238^107^ 364 231^ 313 225^ 101^ 32^ 282 195^ 260^157^ 65^ 22^ 264^ 82^ 790 581																													
GILLIGAN'S PLANET																													
SAT. 12.00N 30 CBS CA 19 168 166 A 4.4 17 367 1327 321^ 14^ 324^205^ 246^124^ 100^ 42^ 212^ 86^ 122^130^ 116^ 82^ 243^133^ 548 289^																													
HULK/SPIDERMAN 1																													
SAT. 11.00A 30 NBC CA 39 194 195 A 5.6 22 466 1712 208^ 83^ 324 192^ 248^185^ 80^ 58^ 224^161^ 208^178^ 47^ 16^ 360 204^ 804 539																													
HULK/SPIDERMAN 2																													
SAT. 11.30A 30 NBC CA 39 194 195 A 5.2 20 433 1794 226^122^ 348 203^ 269^196^ 91^ 62^ 303 244^ 272^219^ 28^ 31^ 444 307 699 455																													
IN THE NEWS- 8.26AM																													
SAT. 8.26A 3 CBS CN 42 177 177 A 1.6 14 133 LT LT LT LT LT LT LT LT LT LT LT LT LT LT LT																													
IN THE NEWS- 8.56AM																													
SAT. 8.56A 3 CBS CN 42 183 184 A 2.1 14 175 LT LT LT LT LT LT LT LT LT LT LT LT LT LT LT																													
IN THE NEWS- 9.26AM																													
SAT. 9.26A 3 CBS CN 42 187 186 A 2.5 13 208 1697 265^ 58^ 284^155^ 155^102^ 61^129^ 270^193^ 241^212^ 77^ LT 297^158^ 846 515^																													
SAT. 9.26A 3 CBS CN 96 96 B 3.2 14 267																													
IN THE NEWS- 9.56AM																													
SAT. 9.56A 3 CBS CN 35 203 202 A 4.0 18 333 1733 356^ 87^ 365 306^ 306^138^ 45^ 59^ 385 229^ 298^265^ 140^ 72^ 244^ 39^ 739 454																													
IN THE NEWS- 11.56AM																													
SAT. 11.56A 3 CBS CN 38 193 195 A 5.4 21 450 1564 394 65^ 416 331 331 140^ 53^ 72^ 376 205^ 229^177^ 127^ 97^ 252^162^ 520 223^																													
IN THE NEWS- 12.26PM																													
SAT. 12.26P 3 CBS CN 26 168 166 A 4.3 16 358 1209 200^ 14^ 206^145^ 145^ 66^ 44^ 40^ 207^ 96^ 137^137^ 102^ 70^ 243^129^ 553 304^																													
IN THE NEWS- 12.56PM																													
SAT. 12.56P 3 CBS CN 28 177 175 A 4.6 17 383 1726 598 204^ 695 488 625 296^ 188^ 51^ 393 239^ 350 299^ 154^ 43^ 112^ 75^ 526 226^																													
IN THE NEWS- 1.26PM																													
SAT. 1.26P 3 CBS CN 23 162 161 A 4.9 17 408 1520 462 84^ 563 383 481 307 152^ 56^ 360 180^ 328 292^ 180^ 32^ 163^ 70^ 434 311																													
IN THE NEWS- 10.56AM																													
SAT. 10.56A 3 CBS CN 41 200 199 A 5.1 21 425 1602 267^ 70^ 288 151^ 181^123^ 113^ 62^ 223^112^ 139^109^ 103^ 53^ 161^ 71^ 930 499																													
IN THE NEWS- 11.26AM																													
SAT. 11.26A 3 CBS CN 40 193 194 A 6.0 23 500 1612 447 78^ 461 293 348 164^ 126^ 84^ 351 130^ 233^242^ 195^ 69^ 233^115^ 567 270																													
MCDONALDS LPGA GOLF-SAT(S)																													
1 SAT. 5.00P 60 CBS SE 186 A 3.9 12 325 1388 443^246^ 668^206^ 329^223^ 237^315^ 366^157^ 157^133^ 86^194^ 354^ LT LT LT																													
5.00 - 5.30																													
5.30 - 6.00																													
MCDONALDS LPGA GOLF-SUN(S)																													
1 SUN. 2.00P 132 CBS SE 194 A 3.3 11 275 1284 520^258^ 596^ 47^ 199^236^ 295^331^ 516^127^ 152^109^ 200^353^ 70^ 18^ 102^ 102^																													
2.00 - 2.30																													
CONT'D																													

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)												
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11											
WEEKEND DAYTIME CONT'D																																						
MCDONALDS LPGA GOL-CONT'D																																						
2.30 - 3.00														A	2.8	9	233	1094	558	288	622	77	278	296	352	262	399	94	154	111	245	245	LT	LT	73	73		
3.00 - 3.30														A	3.1	10	258	1236	523	198	565	54	240	228	217	294	437	47	47	47	135	390	82	LT	152	152		
3.30 - 4.00														A	3.6	11	300	1387	530	297	673	39	193	207	304	439	563	103	103	57	147	460	64	LT	87	87		
MEATBALL & SPAGHETTI														A	2.6	14	217	1387	245	92	268	203	203	151	23	65	238	151	216	216	87	LT	336	193	545	277		
SAT. 9.00A 30 CBS CA														B	3.0	14	250																					
MEET THE PRESS														A	3.3	12	275	1102	468	66	472	58	58	50	65	378	553	135	258	272	232	281	77	66	LT	LT		
SUN. 12.30P 30 NBC CC														B	3.1	11	258																					
MICHIGAN 500(S)														A	4.5	14	375	1448	224	109	304	113	179	88	133	125	773	272	498	357	352	241	182	53	189	134		
1 SUN. 2.00P 270 NBC SE																	90																					
2.00 - 2.30														A	3.4	12	283	1788	237	131	340	181	217	36	109	123	848	181	489	384	576	283	327	179	273	151		
2.30 - 3.00														A	4.0	14	333	1913	211	166	256	120	199	79	136	57	884	201	580	467	612	216	389	188	384	225		
3.00 - 3.30														A	3.9	12	325	1542	123	92	135	55	92	37	80	43	951	398	674	461	449	216	231	61	225	154		
3.30 - 4.00														A	4.1	12	342	1547	153	77	205	52	105	53	101	100	999	518	732	477	323	230	184	55	159	159		
4.00 - 4.30														A	4.3	13	358	1388	220	103	298	78	155	77	151	143	808	314	526	335	323	282	131	31	151	106		
4.30 - 5.00														A	4.3	13	358	1260	204	48	285	82	115	33	113	170	712	296	482	307	245	230	143	22	120	84		
5.00 - 5.30														A	4.8	14	400	1248	235	90	300	88	150	85	147	150	752	248	500	365	320	252	100	LT	96	66		
5.30 - 6.00														A	5.6	15	466	1354	300	127	431	166	258	128	185	173	605	165	329	275	249	246	137	LT	181	140		
6.00 - 6.30														A	5.5	15	458	1413	322	171	455	182	306	227	177	149	653	226	379	284	250	230	112	19	193	149		
MORK/LAVERNE/FONZ HOUR-1														A	4.1	16	342	1237	138	117	199	85	140	122	124	36	300	204	251	85	64	49	132	76	606	331		

[illegible]

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																													
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
																										TOTAL		18-34		WOMEN 18-25 49 54		35-64 55+		TOTAL		18-34		MEN 18-25 49 54		35-64 55+		TOTAL FEM.		TOTAL 6-11	
WEEKEND DAYTIME CONT'D																																													
PANDAMONIUM 8:00A 30 YBC C36 183 184 A 2.2 15 183 LT																																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1983 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET				TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000) %	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17) TOTAL FEM.					CHILDREN (2-11) TOTAL 6-11					
												TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+							
WEEKEND DAYTIME CONT'D																														
THIS WEEK-DAVID BR-CONT'D																														
		1.00 -	1.30					A	2.0	7	167	1335^	510^	72v	510^	LT	60v	60v	168v	450^	473^	126v	198v	198v	185v	275v	226v	59v	126v	96v
		1.30 -	2.00					A	2.0	7	167	1228^	509^	78v	509^	LT	83v	83v	173v	426^	395^	60v	90v	90v	155v	305v	210v	78v	114v	66v
THUNDARR						13	135	A	3.8	14	317	1562	275^	180^	306^	176^	306^	288^	130^	LT	318^	246^	275^	193^	47v	43v	404	165^	534	376^
SAT.		12.00N	30	NBC	CA	71	71	B	3.6	14	300																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JULY 11, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W	TOTAL AUDIENCE (Households (000) & %)		{		17,740 21.3 (1) (OP) (-OP)		ABC MONDAY NIGHT BASEBALL ST LOUIS VS LOS ANGELES ATLANTA VS MONTREAL MULTI-SEGMENT SEGMENT TELECAST(OP)(-OP)																							
	ABC TV		{		8,080 9.7 17 8.6		{		9.6* 19 *		{		9.6* 17 *		{		10.0* 17 *		{		10.5* 17 *		{		9.7		9.6			
	AVERAGE AUDIENCE (Households (000) & %)		{		9.7 17 8.6		{		9.6* 19 *		{		9.6* 17 *		{		10.0* 17 *		{		10.5* 17 *		{		9.7		9.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		9.7 17 8.6		{		9.6* 19 *		{		9.6* 17 *		{		10.0* 17 *		{		10.5* 17 *		{		9.7		9.6			
E	TOTAL AUDIENCE (Households (000) & %)		{		11,750 14.1 11.1		{		9,250 11.1		{		30,240 36.3		MISS UNIVERSE PAGEANT (9:00-11:09PM) (-OP)															
	CBS TV		{		9,500 11.4 24 10.8		{		8,080 9.7 19 9.4		{		18,830 22.6 38 16.5		{		17.7* 31 *		{		22.2* 37 *		{		23.9* 39 *		{		25.1* 41 *	
	AVERAGE AUDIENCE (Households (000) & %)		{		9,500 11.4 24 10.8		{		8,080 9.7 19 9.4		{		18,830 22.6 38 16.5		{		17.7* 31 *		{		22.2* 37 *		{		23.9* 39 *		{		25.1* 41 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		9,500 11.4 24 10.8		{		8,080 9.7 19 9.4		{		18,830 22.6 38 16.5		{		17.7* 31 *		{		22.2* 37 *		{		23.9* 39 *		{		25.1* 41 *	
K	TOTAL AUDIENCE (Households (000) & %)		{		11,580 13.9 13.9		{		13,160 15.8 15.8		{		22,990 27.6		NBC MONDAY NIGHT MOVIES ALCATRAZ: THE WHOLE SCHOCKING STORY, PART 2(R)															
	NBC TV		{		9,330 11.2 24 10.8		{		11,500 13.8 27 13.0		{		15,580 18.7 31 16.3		{		17.0* 29 *		{		17.9* 30 *		{		19.7* 32 *		{		20.4* 34 *	
	AVERAGE AUDIENCE (Households (000) & %)		{		9,330 11.2 24 10.8		{		11,500 13.8 27 13.0		{		15,580 18.7 31 16.3		{		17.0* 29 *		{		17.9* 30 *		{		19.7* 32 *		{		20.4* 34 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		9,330 11.2 24 10.8		{		11,500 13.8 27 13.0		{		15,580 18.7 31 16.3		{		17.0* 29 *		{		17.9* 30 *		{		19.7* 32 *		{		20.4* 34 *	
1	TOTAL AUDIENCE (Households (000) & %)		{		17,910 21.5 (2) (OP) (-OP)		ABC MONDAY NIGHT BASEBALL KANSAS CITY VS TORONTO CHICAGO WHITE SOX VS CLEVELAND MULTI-SEGMENT TELECAST(OP)																							
	ABC TV		{		9,330 11.2 21 8.7		{		10.6* 21 *		{		12.0* 22 *		{		11.7* 21 *		{		11.6* 20 *		{		11.5		8.8			
	AVERAGE AUDIENCE (Households (000) & %)		{		9,330 11.2 21 8.7		{		10.6* 21 *		{		12.0* 22 *		{		11.7* 21 *		{		11.6* 20 *		{		11.5		8.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		9,330 11.2 21 8.7		{		10.6* 21 *		{		12.0* 22 *		{		11.7* 21 *		{		11.6* 20 *		{		11.5		8.8			
E	TOTAL AUDIENCE (Households (000) & %)		{		12,910 15.5 15.5		{		12,330 14.8 14.8		{		15,740 18.9 18.9		{		16,910 20.3		TUCKER'S WITCH (R)											
	CBS TV		{		10,750 12.9 26 12.4		{		11,000 13.2 25 13.2		{		11,830 14.2 25 13.6		{		13.7* 25 *		{		14.8* 26 *		{		16.7* 30 *		{		16.9	
	AVERAGE AUDIENCE (Households (000) & %)		{		10,750 12.9 26 12.4		{		11,000 13.2 25 13.2		{		11,830 14.2 25 13.6		{		13.7* 25 *		{		14.8* 26 *		{		16.7* 30 *		{		16.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		10,750 12.9 26 12.4		{		11,000 13.2 25 13.2		{		11,830 14.2 25 13.6		{		13.7* 25 *		{		14.8* 26 *		{		16.7* 30 *		{		16.9	
K	TOTAL AUDIENCE (Households (000) & %)		{		22,320 26.8		NBC MONDAY NIGHT MOVIES SOPHIA LOREN: HER OWN STORY (R)(OP)																							
	NBC TV		{		11,410 13.7 25 10.5		{		10.7* 22 *		{		11.7* 22 *		{		13.4* 24 *		{		14.9* 26 *		{		16.0* 28 *		{		15.2* 28 *	
	AVERAGE AUDIENCE (Households (000) & %)		{		11,410 13.7 25 10.5		{		10.7* 22 *		{		11.7* 22 *		{		13.4* 24 *		{		14.9* 26 *		{		16.0* 28 *		{		15.2* 28 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		11,410 13.7 25 10.5		{		10.7* 22 *		{		11.7* 22 *		{		13.4* 24 *		{		14.9* 26 *		{		16.0* 28 *		{		15.2* 28 *	
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	45.6	46.3	45.2	45.7	46.1	48.5	50.0	52.8	56.2	59.2	60.1	61.0	61.1	61.6	60.8	60.3													
	WK. 2	46.1	46.6	45.9	47.8	48.3	50.2	51.4	53.2	54.5	56.4	57.1	57.8	57.0	56.6	55.6	54.2													

TV HOUSEHOLDS USING TV	WK. 1	45.6	46.3	45.2	45.7	46.1	48.5	50.0	52.8	56.2	59.2	60.1	61.0	61.1	61.6	60.8	60.3
(See Def. 1)	WK. 2	46.1	46.6	45.9	47.8	48.3	50.2	51.4	53.2	54.5	56.4	57.1	57.8	57.0	56.6	55.6	54.2

U.S. TV Households: 83,300,000

(1) ABC MONDAY NIGHT BSBL-PRE, ABC, MULTI-SEGMENT TELECAST

A-3 (2) ABC MONDAY NIGHT BSBL-PRE, ABC, (8:00-8:11PM)

For explanation of symbols, See page A.

EVE. MON. JULY 18, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JULY 12, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						10,750 12.9		9,250 11.1		15,410 18.5							
	ABC TV						HALF HOUR COMEDY HOUR		JOANIE LOVES CHACHI (R)						MASADA PART I (R)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)						8,660 10.4		8,000 9.6		7,500 9.0	9.5*			8.7*		8.7*	9.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 10.2	10.7	18 9.2	9.9	16 10.2	17* 8.8		8.5	16* 8.9	8.9	16* 8.5	16* 9.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,500 11.4		8,160 9.8		19,910 23.9							
	CBS TV						ON THE ROAD WITH KURALT		OUR TIMES WITH MOYERS (OP)						CBS TUESDAY NIGHT MOVIES DEFIANCE			
	AVERAGE AUDIENCE (Households (000) & %)						8,160 9.8		7,410 8.9		12,580 15.1	12.4*			14.4*		16.9*	16.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 9.8	9.8	17 9.0	8.9	27 11.5	23* 13.3		14.0	26* 14.8	31* 16.8	30* 17.0	30* 17.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						18,910 22.7				18,330 22.0				16,660 20.0			
	NBC TV								A TEAM (R)(OP)		REMINGTON STEELE (R)(OP)					ST. ELSEWHERE (R)		
	AVERAGE AUDIENCE (Households (000) & %)						13,830 16.6	15.3*		17.9*	13,080 15.7	15.5*			15.9*	12,580 15.1	14.3*	16.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						33 14.5	31* 16.0	34* 17.7	18.1	28 15.4	28* 15.7		15.7	28* 16.0	27 13.7	26* 14.8	29* 15.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,000 13.2		9,910 11.9		12,740 15.3		13,160 15.8		18,330 22.0			
	ABC TV						HALF HOUR COMEDY HOUR		JOANIE LOVES CHACHI (R)		THREE'S COMPANY (R)		9 TO 5 (R)(OP)			HART TO HART (R)		
	AVERAGE AUDIENCE (Households (000) & %)						8,660 10.4		8,660 10.4		10,830 13.0		11,410 13.7		13,990 16.8		16.4*	17.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 10.3	10.6	20 10.1	10.7	24 12.2	21* 13.7		24 13.2	30 14.3	29* 16.2	29* 16.6	32* 17.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,750 12.9		9,910 11.9		17,330 20.8							
	CBS TV						ON THE ROAD WITH KURALT		OUR TIMES WITH MOYERS (OP)						CBS TUESDAY NIGHT MOVIES FEDORA			
	AVERAGE AUDIENCE (Households (000) & %)						9,160 11.0		8,330 10.0		10,330 12.4	11.4*			12.3*		13.1*	12.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 11.2	10.8	19 10.2	9.9	22 11.1	21* 11.6		12.4	21* 12.2	23* 13.2	23* 13.0	23* 12.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,490 21.0				16,160 19.4				12,910 15.5			
	NBC TV								A TEAM (R)(OP)		REMINGTON STEELE (R)					ST. ELSEWHERE (R)		
	AVERAGE AUDIENCE (Households (000) & %)						12,660 15.2	13.8*		16.5*	11,660 14.0	13.7*			14.3*	9,910 11.9	11.5*	12.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						30 13.3	28* 14.4	32* 15.9	17.2	25 13.8	25* 13.5		14.1	25* 14.4	21 11.3	20* 11.6	22* 12.1
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	44.6	45.6	44.9	46.6	48.6	50.7	51.2	53.0	54.0	55.4	55.8	56.2	55.0	55.5	55.9
			WK. 2	46.1	46.8	45.4	46.4	47.4	49.6	51.1	52.4	54.2	56.3	57.4	57.8	56.7	56.6	55.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.TUE. JULY 19, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JULY 13, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,160 15.8				16,160 19.4							
	ABC TV								FALL GUY (R)					MASADA PART II (R)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					9,580 11.5				8,160 9.8							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 11.1	11.2* 11.2	25* 11.6	11.8* 12.0	18 9.2	8.9* 8.7		9.5* 9.7	17* 9.8	10.0* 10.2	18* 10.8	10.9* 11.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,080 8.5		7,160 8.6		23,160 27.8							
	CBS TV					ARCHIE BUNKER'S PLACE (R)		GLORIA (R)(OP)						CBS WEDNESDAY NIGHT MOVIE PRIME SUSPECT(R)			
	AVERAGE AUDIENCE (Households (000) & %)					6,080 7.3		6,160 7.4		15,160 18.2							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 7.1		16 7.5	25* 7.7	33 12.6	17* 14.4		17.0* 17.4	31* 19.3	20.1* 20.8	36* 22.4	22.4* 22.4
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					12,250 14.7				14,240 17.1		11,750 14.1		11,250 13.5		8,830 10.6	
	NBC TV								REAL PEOPLE (R)(OP)		FACTS OF LIFE (R)		BUFFALO BILL		NEWS IS THE NEWS		TAXI (R)
	AVERAGE AUDIENCE (Households (000) & %)					8,500 10.2				11,830 14.2		9,500 11.4		8,750 10.5		7,750 9.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 9.8	9.8* 9.8		10.6* 11.1	27 13.4	26* 15.0	21 11.4		19 11.3	10.6 10.3	16 9.3	9.3
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					13,910 16.7				23,320 28.0							
	ABC TV								FALL GUY (R)					ABC MOVIE SPECIAL DR. NO (R)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					9,750 11.7				13,990 16.8							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 11.2	11.2* 11.3		12.2* 12.6	32 13.1	27* 14.0		15.7* 16.1	29* 18.3	35* 19.0	36* 19.2	19.4
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					9,910 11.9		10,080 12.1		19,240 23.1							
	CBS TV					ARCHIE BUNKER'S PLACE (R)		FINE ROMANCE (OP)						CBS WEDNESDAY NIGHT MOVIE BLINDED BY THE LIGHT (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,080 9.7		8,330 10.0		11,080 13.3							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 9.5		21 9.8	10.2	25 10.6	21* 10.8		12.4* 12.9	23* 14.6	14.9* 15.2	28* 15.5	15.4* 15.2
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					11,750 14.1				12,500 15.0		9,910 11.9		10,160 12.2			
	NBC TV								REAL PEOPLE (R)(OP)		FACTS OF LIFE (R)		BUFFALO BILL (OP)		FAMILY TREE (R)		
	AVERAGE AUDIENCE (Households (000) & %)					8,080 9.7				10,250 12.3		8,500 10.2		7,160 8.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 9.3	9.2* 9.1		10.2* 9.9	24 11.6	21* 13.0	19 10.6		16 9.9	8.1* 8.1	15* 8.9	17* 9.3
TV HOUSEHOLDS USING TV WK. 1		44.9	45.7	45.0	44.7	44.9	45.2	46.3	48.5	51.6	53.9	54.5	55.5	56.3	56.4	56.9	56.1
(See Def. 1) WK. 2		45.6	46.0	46.2	46.4	45.0	45.5	46.8	49.4	50.5	51.9	52.7	53.9	53.7	54.2	54.1	53.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.WED. JULY 20, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. JULY 14, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,910 15.5								16,910 20.3			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,830 8.2								11,250 13.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 7.0	15* 6.8		7.3* 14*	7.5	8.1	8.3* 15*	9.7	10.1* 17*	10.4	13.0* 23*	14.0* 26*
E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,740 21.3				19,580 23.5				16,910 20.3			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					13,410 16.1	15.1* 32*		17.1* 34*	14,740 17.7	17.3* 32*			12,740 15.3	16.0* 28*	14.5* 27*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 14.3	32* 15.9	16.8	17.4	17.0	17.7	17.8	18.2	18.0* 31*	15.9	16.0	15.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,160 13.4				12,910 15.5		15,160 18.2		17,160 20.6			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,830 9.4	8.5* 18*		10.2* 20*	11,160 13.4	13.4 25	13,080 15.7		13,160 15.8	15.8* 28*	15.9* 29*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 8.5	18* 8.6	10.1	10.4	12.3	14.4	15.4	16.0	15.4	16.2	16.1	15.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,240 18.3								16,910 20.3			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,750 9.3	9.1* 19*		8.5* 17*		9.5* 17*			11,910 14.3	13.9* 26*	14.6* 28*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 9.7	19* 8.5	8.2	8.8	9.6	9.4	10.0	10.2	10.1* 18*	13.3	14.5	14.6
E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,160 19.4				16,410 19.7				12,250 14.7			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,330 13.6	13.2* 27*		14.1* 28*	12,500 15.0	14.2* 26*			9,000 10.8	10.7* 20*	10.8* 20*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 12.7	27* 13.6	14.0	14.3	13.8	14.5	15.4	16.4	10.7	10.7	10.9	10.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,330 14.8				12,910 15.5		13,990 16.8		18,080 21.7			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					8,250 9.9	9.4* 19*		10.4* 21*	10,910 13.1		12,080 14.5		12,830 15.4	14.7* 27*	16.1* 30*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 9.1	19* 9.8	10.3	10.6	12.2	13.9	14.2	14.9	14.5	14.9	15.8	16.4
TV HOUSEHOLDS USING TV WK. 1		43.3	43.8	42.8	44.6	46.1	47.2	49.4	51.4	52.9	55.5	57.9	59.6	56.2	56.3	55.9	52.7
(See Def. 1)		45.6	46.9	47.1	48.3	48.1	48.9	50.0	51.4	53.2	55.7	56.8	57.0	53.9	53.5	53.6	52.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. THU. JULY 21, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JULY 15, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						10,500 12.6		8,750 10.5		11,500 13.8							
	ABC TV						BENSON (R)		AT EASE (R)						MASADA PART IV (R)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)						8,660 10.4		7,660 9.2		7,160 8.6	7.5*		7.9*			9.2*	9.9*
	SHARE OF AUDIENCE %						23		20		17	15 *		15 *			18 *	20 *
	AVG. AUD. BY ¼ HR.						10.0	10.7	9.3	9.0	7.7	7.3	7.6	8.1		9.0	9.5	9.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,660 15.2				13,160 15.8				14,080 16.9			
	CBS TV								DUKES OF HAZZARD (R)(OP)				DALLAS (R)				FALCON CREST (R)	
	AVERAGE AUDIENCE (Households (000) & %)						8,500 10.2	10.2*		10.3*	9,250 11.1	10.5*		11.7*	9,580 11.5	11.6*		11.4*
	SHARE OF AUDIENCE %						22	23 *		22 *	22	21 *		22 *	23	23 *		23 *
	AVG. AUD. BY ¼ HR.						9.9	10.5	10.3	10.2	9.9	11.2	11.3	12.0	11.8	11.4	11.3	11.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						9,830 11.8				15,740 18.9				14,660 17.6			
	NBC TV								POWERS OF MATTHEW STAR (R)(OP)				KNIGHT RIDER (R)				EISCHIED (R)	
	AVERAGE AUDIENCE (Households (000) & %)						6,750 8.1	7.7*		8.6*	12,250 14.7	13.8*		15.6*	10,830 13.0	13.0*		12.9*
	SHARE OF AUDIENCE %						18	17 *		18 *	29	28 *		29 *	26	25 *		26 *
	AVG. AUD. BY ¼ HR.						7.8	7.7	8.3	8.8	13.1	14.4	15.2	16.0	13.3	12.8	13.0	12.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,500 11.4		8,080 9.7		14,910 17.9							
	ABC TV						BENSON (R)		ABC COMEDY SPECIAL						ABC FRIDAY NIGHT MOVIE MASSARATI AND THE BRAIN (R)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)						8,080 9.7		6,750 8.1		6,830 8.2	6.9*		7.1*			9.1*	9.8*
	SHARE OF AUDIENCE %						21		18		17	15 *		14 *			19 *	20 *
	AVG. AUD. BY ¼ HR.						9.5	9.9	8.3	7.9	7.1	6.7	7.0	7.1	9.0	9.1	9.6	10.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,740 15.3				12,990 15.6				12,910 15.5			
	CBS TV								DUKES OF HAZZARD (R)(OP)				DALLAS (R)				FALCON CREST (R)	
	AVERAGE AUDIENCE (Households (000) & %)						9,160 11.0	10.3*		11.8*	9,410 11.3	11.1*		11.6*	9,750 11.7	11.2*		12.2*
	SHARE OF AUDIENCE %						24	23 *		26 *	23	24 *		23 *	24	23 *		25 *
	AVG. AUD. BY ¼ HR.						10.0	10.6	11.6	12.0	10.9	11.3	11.5	11.7	11.0	11.4	12.1	12.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,660 11.6				15,830 19.0				12,500 15.0			
	NBC TV								POWERS OF MATTHEW STAR (R)(OP)				KNIGHT RIDER (R)(OP)				EISCHIED (R)	
	AVERAGE AUDIENCE (Households (000) & %)						6,660 8.0	7.3*		8.8*	12,410 14.9	14.0*		15.9*	8,830 10.6	10.4*		10.8*
	SHARE OF AUDIENCE %						18	16 *		19 *	31	30 *		32 *	22	21 *		22 *
	AVG. AUD. BY ¼ HR.						7.4	7.2	8.3	9.3	13.3	14.7	15.5	16.2	10.6	10.2	10.8	10.8
TV HOUSEHOLDS USING TV WK. 1		41.6	42.1	41.4	43.1	44.6	45.7	46.2	47.0	48.9	51.2	52.3	53.5	52.1	50.8	49.4	49.0	49.0
(See Def. 1) WK. 2		43.8	44.9	44.4	45.2	45.0	45.7	46.1	45.6	46.1	48.2	49.5	50.6	49.0	48.6	49.2	49.7	49.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.FRI. JULY 22, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JULY 16, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						11,330 13.6				14,330 17.2				9,500 11.4			
	ABC TV						T.J. HOOKER (R)(OP)				LOVE BOAT (R)(OP)				ABC NEWS CLOSEUP ALIAS A. JOHN BLAKE			
	AVERAGE AUDIENCE (Households (000) & %)						7,910 9.5	8.9*		10.1*	10,500 12.6	12.4*		12.9*	5,330 6.4	7.0*		5.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 8.8	22 *	9.1	23 *	27 11.6	27 *	13.2	27 *	13 8.1	15 *	5.9	13 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						8,830 10.6				21,070 25.3							
	CBS TV						WALT DISNEY THE KID WHO KNEW TOO MUCH, PART 1 (R)(OP)				CBS SAT. NIGHT MOVIE SAME TIME, NEXT YEAR(R) (9:00-11:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)						6,000 7.2	7.1*		7.2*	10,580 12.7	8.3*		9.0*		13.4*		16.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						17 7.3	17 *	6.9	17 *	27 8.2	18 *	8.4	19 *	12.2	28 *	16.5	35 *
WEEK 3	TOTAL AUDIENCE (Households (000) & %)						9,000 10.8		8,910 10.7		10,080 12.1				9,410 11.3			
	NBC TV						DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(OP)		QUINCY, M.E. (R)(OP)				MONITOR			
	AVERAGE AUDIENCE (Households (000) & %)						7,410 8.9		7,750 9.3		7,410 8.9	8.5*		9.2*	6,080 7.3	7.3*		7.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 7.8		21 9.2	9.3	19 8.3	18 *	8.9	19 *	15 7.3	15 *	7.1	15 *
WEEK 4	TOTAL AUDIENCE (Households (000) & %)						11,580 13.9				16,080 19.3				14,990 18.0			
	ABC TV						T.J. HOOKER (R)(OP)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)						8,660 10.4	9.1*		11.6*	12,080 14.5	13.5*		15.4*	11,080 13.3	12.7*		14.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 8.6	22 *	11.1	26 *	31 12.8	29 *	15.1	32 *	28 12.6	27 *	13.6	30 *
WEEK 5	TOTAL AUDIENCE (Households (000) & %)						10,500 12.6				14,910 17.9							
	CBS TV						WALT DISNEY THE KID WHO KNEW TOO MUCH, PART 2 (R)(OP)				CBS SAT. NIGHT MOVIE THE WORLD'S GREATEST LOVER							
	AVERAGE AUDIENCE (Households (000) & %)						7,000 8.4	8.2*		8.6*	7,080 8.5	9.1*		7.9*		8.5*		8.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 8.5	20 *	8.3	19 *	18 9.2	20 *	8.0	16 *	8.4	18 *	9.0	19 *
WEEK 6	TOTAL AUDIENCE (Households (000) & %)						9,500 11.4		10,000 12.0		9,580 11.5				9,660 11.6			
	NBC TV						DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(OP)		QUINCY, M.E. (R)				MONITOR			
	AVERAGE AUDIENCE (Households (000) & %)						8,080 9.7		8,580 10.3		7,000 8.4	7.8*		9.0*	6,660 8.0	8.1*		7.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 8.7		23 10.4	10.3	18 7.5	17 *	8.8	19 *	17 8.2	17 *	7.9	17 *
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	39.1	39.7	39.3	39.8	40.4	42.2	42.9	43.7	44.9	47.2	47.5	48.8	48.0	47.6	47.5
			WK. 2	41.3	41.0	40.5	41.5	41.2	42.5	43.6	45.0	45.6	47.7	48.4	48.2	46.7	47.3	46.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SAT. JULY 23, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JULY 16, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,000 3.6														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	2,830 3.4														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	8 3.4														
2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV		CBS SAT. NIGHT MOVIE SAME TIME, NEXT YEAR(R) (9:00-11:30PM)														
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16.3* 35 *														
2	TOTAL AUDIENCE (Households (000) & %)	{	10,410 12.5														
	NBC TV		SATURDAY NIGHT (11:30-12:49AM)(R) (SUSTAINING 12:49-1:00AM)														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,750 6.9														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 7.5	7.3* 7.2		6.9* 7.0	21* 6.9		6.5	5.6							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,580 5.5														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,250 5.1														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 5.1														
2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
2	TOTAL AUDIENCE (Households (000) & %)	{	10,500 12.6														
	NBC TV		SATURDAY NIGHT (11:30-12:52AM)(R) (SUSTAINING 12:52-1:00AM)														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.4														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 7.5	7.5* 7.4		6.1* 6.3	21* 6.0		5.4* 5.7	21* 4.9							
TV HOUSEHOLDS USING TV		WK. 1	46.7	45.4	39.7	36.7	33.9	31.8	28.8	26.5	29.4	21.2	18.9	16.6	14.7	13.5	12.0
(See Def. 1)		WK. 2	44.3	41.1	37.0	33.9	30.6	28.7	26.4	24.3	21.7	19.2	17.2	16.0	13.4	11.5	10.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SAT. JULY 23, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JULY 17, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,000 10.8		{ 23,410 28.1		{ USFL CHAMPIONSHIP GAME MICHIGAN VS PHILADELPHIA (8:00-11:51PM) (OP)												
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,830 7.0	{ 6.4*	{ 7.7*	{ 9,910 11.9	{ 9.0*	{ 10.6*	{ 12.2*	{ 13.2*	{ 11.8*	{ 12.8*	{ 12.0	{ 11.6	{ 12.6	{ 13.0	{ 12.8*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 15 6.0	% 14 * 6.9	% 17 * 7.3	% 23 8.0	% 20 * 9.3	% 21 * 10.3	% 23 * 11.6	% 24 * 12.8	% 21 * 13.5	% 24 * 12.9	% 23 * 12.0	% 24 * 11.6	% 23 * 12.6	% 23 * 13.0	% 23 * 12.8		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 18,490 22.2		{ 13,830 16.6		{ 14,410 17.3		{ 18,740 22.5		{ 19,410 23.3		{ 24,160 29.0		{ TRAPPER JOHN, M.D. (R)				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 13,830 16.6	{ 16.2*	{ 17.0*	{ 11,410 13.7	{ 12,250 14.7	{ 16,080 19.3	{ 16,830 20.2	{ 19,330 23.2	{ 22.7*	{ 23.8*	{ 22.7*	{ 22.7*	{ 23.8*	{ 23.8*	{ 23.8*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 37 15.7	% 38 * 16.8	% 37 * 17.0	% 28 13.5	% 28 13.9	% 34 17.9	% 35 20.7	% 42 21.9	% 41 * 23.5	% 41 * 23.5	% 41 * 23.5	% 41 * 23.5	% 41 * 23.5	% 41 * 23.5	% 41 * 23.8		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,500 9.0		{ 12,500 15.0		{ 18,490 22.2		{ NBC SUNDAY NIGHT MOVIE GETTING AWAY WITH MURDER										
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,830 5.8	{ 5.1*	{ 6.5*	{ 9,160 11.0	{ 10.0*	{ 12.0*	{ 8,830 10.6	{ 12.0*	{ 11.3*	{ 10.0*	{ 9.2*	{ 9.2*	{ 9.2*	{ 9.2*	{ 9.2*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 13 5.1	% 12 * 5.2	% 14 * 6.0	% 22 9.6	% 21 * 10.4	% 23 * 11.7	% 19 12.7	% 21 * 11.2	% 20 * 11.3	% 18 * 10.4	% 17 * 9.6	% 17 * 9.6	% 17 * 9.6	% 17 * 9.6	% 17 * 9.1		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,160 7.4		{ 13,830 16.6		{ 17,740 21.3		{ ABC SUNDAY NIGHT MOVIE ROOSTER(R) (9:00-10:55PM) (OP)										
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,160 6.2	{ 6.2	{ 10,500 12.6	{ 11.3*	{ 13.9*	{ 10,330 12.4	{ 11.9*	{ 12.6*	{ 12.4*	{ 12.4*	{ 12.4*	{ 12.4*	{ 12.4*	{ 12.4*	{ 12.4*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 13 6.2	% 13 6.2	% 25 10.5	% 23 * 12.1	% 27 * 13.4	% 22 14.3	% 21 * 12.1	% 22 * 11.7	% 22 * 12.6	% 22 * 12.6	% 22 * 12.5	% 22 * 12.5	% 22 * 12.5	% 22 * 12.8	% 24 * 12.1		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 19,580 23.5		{ 14,830 17.8		{ 16,080 19.3		{ 14,910 17.9		{ 17,830 21.4		{ TRAPPER JOHN, M.D. (R)						
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 13,330 16.0	{ 16.0*	{ 16.0*	{ 10,330 12.4	{ 11.8*	{ 13.0*	{ 13,490 16.2	{ 15.6	{ 12,990 15.6	{ 13,580 16.3	{ 15.8*	{ 16.8*	{ 16.8*	{ 16.8*	{ 16.8*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 35 15.5	% 35 * 16.5	% 34 * 16.1	% 24 12.0	% 24 * 11.7	% 25 * 12.6	% 29 15.1	% 27 17.3	% 27 15.1	% 30 16.1	% 28 * 15.7	% 28 * 16.0	% 28 * 16.0	% 28 * 16.0	% 32 * 16.9		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,830 10.6		{ 10,830 13.0		{ 19,160 23.0		{ NBC SUNDAY NIGHT MOVIE GOIN' SOUTH (R)(OP)										
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,910 7.1	{ 6.6*	{ 7.6*	{ 8,160 9.8	{ 9.6*	{ 10.1*	{ 13.1	{ 11.8*	{ 12.7*	{ 14.2*	{ 13.6*	{ 13.6*	{ 13.6*	{ 13.6*	{ 13.6*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 15 6.4	% 14 * 6.9	% 16 * 7.6	% 19 9.4	% 20 * 9.7	% 19 * 10.3	% 24 11.3	% 21 * 12.3	% 22 * 13.1	% 26 * 14.3	% 26 * 14.0	% 26 * 13.5	% 26 * 13.5	% 26 * 13.5	% 26 * 13.7		
TV HOUSEHOLDS USING TV		WK. 1	42.6	43.4	44.9	47.1	47.9	49.6	52.0	54.6	56.0	57.1	57.2	57.5	55.2	55.1	54.5	
(See Def. 1)		WK. 2	45.7	46.1	46.4	46.7	48.5	49.8	51.2	53.3	54.5	56.3	56.3	57.6	56.3	54.7	53.3	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SUN. JULY 24, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JULY 17, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

USFL CHAMPIONSHIP GAME
MICHIGAN VS PHILADELPHIA
(8:00-11:51PM)

5,660 2,000
6.8 2.4
(1)
(-OP) ABC WEEKEND
REPORT-SUN.
(12:19-12:34AM)
(OP)

12.5	12.7*	13.6	13.4*	7.1	2.3	1.9
25 *	31 *	19	9			

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

CBS
SUNDAY
NEWS-
OSGOOD

4,910
5.9
12
5.9

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

1,500
1.8

NBC LATE NIGHT MOVIE
EYES OF LAURA MARS(R)
(11:30-11:48PM)
(SUSTAINING 11:48-1:30AM)

1,420
1.7
4
1.7 1.5

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

4,000
4.8
ABC
WEEKEND
REPORT-SUN.
4,000
4.8
11
4.8

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

5,160
6.2
CBS
SUNDAY
NEWS-
OSGOOD
5,160
6.2
14
6.2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

1,920
2.3

NBC LATE NIGHT MOVIE
THE DEVILIN CONNECTION
(11:30-12:05AM)
(SUSTAINING 12:05-1:30AM)

1,330
1.6 1.6*
5 5*
1.7 1.6 1.4

TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1	49.8	45.4	39.2	33.9	28.2	24.6	21.8	19.1	16.4	13.6	11.7	10.1	8.7	8.0	7.4	6.5
WK. 2	45.8	42.1	35.2	31.9	28.1	25.2	22.1	19.7	16.8	14.5	11.8	9.6	7.6	6.6	5.7	5.3

U.S. TV Households: 83,300,000
(1)USFL CHAMPIONSHIP POST GM,ABC,(12:05-12:19AM)(S)

For explanation of symbols, See page A.

EVE.SUN. JULY 24, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				4,330 5.2				5,080 6.1									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)				GOOD MORNING, AMERICA-830 (CO-OP)									
	AVERAGE AUDIENCE (Households (000) & %)				3,420 4.1				4,250 5.1									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				28 4.1	4.1			26 5.0	5.1								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				3,250 3.9				3,000 3.6					4,580 5.5		4,080 4.9		
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2					\$25,000 PYRAMID		CHILD'S PLAY		
	AVERAGE AUDIENCE (Households (000) & %)				2,670 3.2				2,420 2.9					3,830 4.6		3,420 4.1		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				21 3.2	3.1			15 2.8	3.0				19 4.4	4.6	17 3.9	4.3	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)				3,080 3.7				4,000 4.8					5,660 6.8		5,660 6.8		
	NBC TV				TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (CO-OP)					DIFF'RENT STROKES M-F		SALE OF THE CENTURY		
	AVERAGE AUDIENCE (Households (000) & %)				2,420 2.9				3,250 3.9					4,660 5.6		4,910 5.9		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				19 2.8	3.0			20 3.9	3.9				24 5.2	6.0	24 5.8	6.0	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)				4,000 4.8				4,660 5.6									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)				GOOD MORNING, AMERICA-830 (CO-OP)									(SUS-OP)
	AVERAGE AUDIENCE (Households (000) & %)				3,170 3.8				3,920 4.7									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				25 3.7	3.9			23 4.6	4.8								
W E E K 5	TOTAL AUDIENCE (Households (000) & %)				3,250 3.9				3,420 4.1					4,580 5.5		3,500 4.2		
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2					\$25,000 PYRAMID		CHILD'S PLAY (SUS-OP)>		
	AVERAGE AUDIENCE (Households (000) & %)				2,670 3.2				2,830 3.4					3,750 4.5		3,000 3.6		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				21 3.1	3.2			17 3.3	3.5				19 4.3	4.6	15 3.6	3.6	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)				3,250 3.9				4,330 5.2					5,580 6.7		5,000 6.0		
	NBC TV				TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (CO-OP)					DIFF'RENT STROKES M-F		SALE OF THE CENTURY (SUS-OP)>		
	AVERAGE AUDIENCE (Households (000) & %)				2,580 3.1				3,500 4.2					4,830 5.8		4,580 5.5		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				21 3.0	3.2			21 4.2	4.3				24 5.3	6.2	23 5.5	5.4	
TV HOUSEHOLDS USING TV WK. 1		8.9	10.8	12.2	13.2	14.5	16.1	17.5	18.3	19.4	21.1	22.1	22.9	23.4	24.4	24.1	24.6	
(See Def. 1) WK. 2		8.7	10.5	12.1	13.4	15.3	16.6	17.9	18.7	19.7	21.3	21.9	22.6	23.5	24.7	24.1	23.9	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 11-15, 1983

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{	4,660 5.6		4,080 4.9		5,500 6.6		4,580 5.5		9,910 11.9				8,250 9.9		
		TOO CLOSE-COMFORT DAYTIME				LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE		
		AVERAGE AUDIENCE (Households (000) & %)	{	3,750 4.5		3,420 4.1		4,580 5.5		3,920 4.7		7,330 8.8	8.2*		9.4*	6,080 7.3	7.3*	7.3*
		SHARE OF AUDIENCE %	18		16		20		17		28	26 *		30 *	24	24 *	24 *	25 *
		AVG. AUD. BY ¼ HR. %	4.3	4.7	4.1	4.2	5.2	5.8	4.6	4.7	7.8	8.5	9.3	9.4	7.4	7.1	7.1	7.5
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{	6,910 8.3		9,500 11.4				9,660 11.6				8,000 9.6			6,000 7.2	
		PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL		
		AVERAGE AUDIENCE (Households (000) & %)	{	5,830 7.0		8,000 9.6				7,330 8.8	8.7*		8.9*	7.8	7.7*		7.9*	6.5
		SHARE OF AUDIENCE %	28		37				31	32 *		31 *	25	24 *		26 *	22	22
		AVG. AUD. BY ¼ HR. %	6.5	7.6	9.4	9.9			8.7	8.7	8.9	8.9	7.7	7.7	7.9	7.8	6.5	6.5
WEEK 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{	7,250 8.7		5,250 6.3		4,250 5.1		3,420 4.1		7,080 8.5			6,250 7.5			
		WHEEL OF FORTUNE				DREAM HOUSE		FACTS OF LIFE M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD		
		AVERAGE AUDIENCE (Households (000) & %)	{	6,160 7.4		4,580 5.5		3,500 4.2		2,830 3.4		5,410 6.5	6.2*		6.8*	4,750 5.7	5.5*	5.8*
		SHARE OF AUDIENCE %	29		21		15		12		21	20 *		21 *	19	18 *	18 *	20 *
		AVG. AUD. BY ¼ HR. %	7.4	7.4	5.5	5.5	4.1	4.4	3.4	3.4	6.0	6.4	6.7	6.9	5.6	5.5	5.8	5.7
WEEK 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{	4,830 5.8		4,000 4.8		5,160 6.2		5,250 6.3		10,750 12.9				8,830 10.6		
		TOO CLOSE-COMFORT DAYTIME				LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE		
		AVERAGE AUDIENCE (Households (000) & %)	{	3,920 4.7		3,250 3.9		4,250 5.1		4,330 5.2		8,000 9.6	8.9*		10.2*	6,750 8.1	8.1*	8.1*
		SHARE OF AUDIENCE %	19		15		18		18		30	28 *		32 *	27	26 *	26 *	27 *
		AVG. AUD. BY ¼ HR. %	4.4	5.0	4.0	3.7	4.7	5.5	5.1	5.4	8.4	9.5	10.4	10.0	8.1	8.0	8.0	8.2
WEEK 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{	6,330 7.6		9,160 11.0				9,580 11.5				8,000 9.6			6,250 7.5	
		PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL		
		AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.4		7,660 9.2				7,080 8.5	8.4*		8.6*	7.5	7.2*		7.8*	5,580 6.7
		SHARE OF AUDIENCE %	26		36				30	31 *		29 *	24	22 *		25 *	22	22
		AVG. AUD. BY ¼ HR. %	5.9	6.8	8.9	9.5			8.2	8.5	8.6	8.6	7.2	7.2	7.8	7.7	6.6	6.8
WEEK 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{	6,830 8.2		4,910 5.9		4,250 5.1		3,580 4.3		7,330 8.8			6,500 7.8			
		WHEEL OF FORTUNE				DREAM HOUSE		FACTS OF LIFE M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD		
		AVERAGE AUDIENCE (Households (000) & %)	{	5,830 7.0		4,330 5.2		3,670 4.4		2,750 3.3		5,750 6.9	6.5*		7.3*	4,910 5.9	6.0*	5.7*
		SHARE OF AUDIENCE %	28		20		16		12		22	20 *		23 *	19	20 *	20 *	19 *
		AVG. AUD. BY ¼ HR. %	6.9	7.1	5.0	5.3	4.3	4.5	3.4	3.2	6.3	6.6	7.2	7.4	6.1	6.0	5.8	5.6
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	24.4	25.8	26.2	27.2	28.0	29.3	28.7	29.5	30.5	31.4	31.1	31.1	30.2	30.4	29.3
			WK. 2	23.8	25.0	25.3	26.6	28.1	29.3	28.6	29.3	31.0	32.0	31.7	31.5	30.5	30.7	30.0

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 18-22, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 11-15, 1983

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,830 11.8				3,580 4.3										8,580 10.3	
	ABC TV	GENERAL HOSPITAL				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,750 9.3				3,000 3.6										7,330 8.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 30 8.7	31 * 9.4	9.6	9.6 * 9.5	12 3.8	3.5									21 8.8	8.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,660 9.2				3,580 4.3										9,830 11.8	
	CBS TV	GUIDING LIGHT (OP)				TATTLETALES										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,250 7.5	7.3 * 25			3,000 3.6										8,500 10.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 25 7.2	24 * 7.5	7.7	7.6 * 7.5	12 3.5	3.8									24 10.1	10.4
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 4,660 5.6														8,580 10.3	
	NBC TV	FANTASY														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,250 3.9	3.7 * 13			4.1 * 13 *										7,330 8.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 13 3.6	12 * 3.8	4.1	4.1											20 8.6	9.0
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 10,160 12.2				3,830 4.6										8,910 10.7	
	ABC TV	GENERAL HOSPITAL				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,910 9.5	9.2 * 30			3,250 3.9										7,660 9.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 30 9.0	30 * 9.4	9.7	9.8 * 9.8	13 4.0	3.9									21 9.3	9.2
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 8,080 9.7				3,920 4.7										10,500 12.6	
	CBS TV	GUIDING LIGHT (OP)				TATTLETALES										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,580 7.9	7.9 * 25			3,170 3.8										8,830 10.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 25 7.8	26 * 8.1	8.0	7.9 * 7.8	12 3.6	3.9									24 10.8	10.5
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 4,660 5.6														8,750 10.5	
	NBC TV	FANTASY														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,170 3.8	3.6 * 12			4.0 * 12 *										7,660 9.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 12 3.5	12 * 3.8	4.1	4.0											20 9.1	9.2
TV HOUSEHOLDS USING TV WK. 1		29.2	30.8	31.4	31.8	30.1	31.0	31.2	32.8	34.7	36.5	37.9	39.9	41.0	42.1	42.8	43.8
(See Def. 1) WK. 2		30.4	31.4	32.3	32.8	31.0	32.2	32.2	33.4	35.3	37.3	38.6	40.4	42.7	44.5	44.7	44.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 18-22, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						2,500 3.0		4,500 5.4		5,080 6.1		5,580 6.7		4,580 5.5		5,580 6.7	
	ABC TV						SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)						2,080 2.5		3,500 4.2		4,410 5.3		4,500 5.4		3,500 4.2		4,500 5.4	
	SHARE OF AUDIENCE %						24		29		29		25		17		21	
	AVG. AUD. BY ¼ HR.						2.2	2.8	3.6	4.8	5.3	5.4	5.4	5.4	3.9	4.5	5.4	5.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		1,420 1.7				1,500 1.8		2,080 2.5		2,920 3.5		3,750 4.5		5,250 6.3		5,660 6.8	
	CBS TV		CAPTAIN KANGAROO-SAT				POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		DUKES (OP)	
	AVERAGE AUDIENCE (Households (000) & %)		830 1.0				1,080 1.3		1,670 2.0		2,080 2.5		3,000 3.6		4,330 5.2		4,660 5.6	
	SHARE OF AUDIENCE %		14				13		14		14		17		22		23	
	AVG. AUD. BY ¼ HR.		.7	.9*	1.0	1.1	1.3	1.0	1.5	2.1	1.9	2.4	2.7	3.2	4.1	5.1	5.4	5.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						2,170 2.6		3,500 4.2		5,250 6.3		6,750 8.1		6,910 8.3		5,410 6.5	
	NBC TV						FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)						1,670 2.0		2,670 3.2		4,250 5.1		5,410 6.5		6,000 7.2		4,170 5.0	
	SHARE OF AUDIENCE %						19		22		28		30		31		20	
	AVG. AUD. BY ¼ HR.						1.6	2.4	2.9	3.5	4.7	5.4	6.4	6.7	7.3	7.2	5.0	5.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						2,330 2.8		3,330 4.0		5,580 6.7		5,250 6.3		4,830 5.8		5,500 6.6	
	ABC TV						SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)						1,750 2.1		2,670 3.2		4,330 5.2		4,660 5.6		4,170 5.0		4,500 5.4	
	SHARE OF AUDIENCE %						21		23		30		27		22		22	
	AVG. AUD. BY ¼ HR.						1.9	2.3	3.1	3.3	4.7	5.7	5.8	5.5	5.2	4.7	5.5	5.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		1,170 1.4				1,420 1.7		2,250 2.7		2,920 3.5		3,920 4.7		5,160 6.2		5,250 6.3	
	CBS TV		CAPTAIN KANGAROO-SAT				POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		DUKES (OP)	
	AVERAGE AUDIENCE (Households (000) & %)		670 .8				1,080 1.3		1,920 2.3		2,250 2.7		2,830 3.4		4,250 5.1		4,170 5.0	
	SHARE OF AUDIENCE %		14				13		17		15		16		22		21	
	AVG. AUD. BY ¼ HR.		.7	.7*	.8	.9*	1.1	1.4	2.1	2.4	2.8	2.6	3.0	3.8	4.7	5.4	5.1	5.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						2,080 2.5		3,080 3.7		4,330 5.2		5,580 6.7		7,080 8.5		5,580 6.7	
	NBC TV						FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)						1,500 1.8		2,500 3.0		3,580 4.3		4,750 5.7		5,660 6.8		4,830 5.8	
	SHARE OF AUDIENCE %						18		22		24		28		29		24	
	AVG. AUD. BY ¼ HR.						1.4	2.2	2.9	3.1	3.8	4.8	5.5	6.0	6.9	6.8	5.7	5.9
TV HOUSEHOLDS USING TV		WK. 1	6.4	7.5	8.4	9.8	10.3	12.5	14.3	16.4	18.4	19.7	21.2	22.9	23.8	24.9	24.9	25.5
(See Def. 1)		WK. 2	5.6	6.1	6.9	8.4	10.3	12.3	14.2	15.5	17.6	19.2	20.7	22.3	23.1	23.3	24.1	23.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 16, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,910 5.9		{ 4,170 5.0		{ 8,000 9.6		BRITISH OPEN GOLF-SAT. (12:00-2:22PM)											
	ABC TV	MORK/LAVERNE/ FONZ HOUR-1		MORK/LAVERNE/ FONZ HOUR-2 (OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,750 4.5		{ 3,500 4.2		{ 3,580 4.3		{ 3.7* 14 *		{ 3.6* 14 *		{ 4.5* 16 *		{ 4.9* 17 *		{ 4.8* 17 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 17 4.7		{ 15 4.2		{ 16 3.8		{ 14 * 3.5		{ 14 * 3.5		{ 16 * 3.6		{ 17 * 4.4		{ 17 * 4.5			
E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,410 7.7		{ 6,080 7.3		{ 4,910 5.9		{ 5,000 6.0		{ 5,080 6.1		{ 3,670 4.4							
	CBS TV	BUGS BUNNY/ROAD RUNNER 3 (OP)		BUGS BUNNY/ROAD RUNNER 4 (OP)		GILLIGAN'S PLANET (OP)		NEW FAT ALBERT SHOW (OP)		BLACKSTAR (OP)		CBS CHILDREN'S FILM FEST. THE SEVEN RAVENS							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,160 6.2		{ 5,160 6.2		{ 4,000 4.8		{ 4,170 5.0		{ 4,330 5.2		{ 3,080 3.7							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 23 5.9		{ 23 6.6		{ 18 4.8		{ 18 4.8		{ 19 5.1		{ 13 4.1		{ 13 3.4					
NBC TV	TOTAL AUDIENCE (Households (000) & %)	{ 4,910 5.9		{ 4,830 5.8		{ 3,580 4.3		{ 3,500 4.2								{ 5,410 6.5		{ 13,580 16.3	
		HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		THUNDARR		FLASH GORDON								NBC SPORTS- 30 ROCK (2:00-2:23PM) (-OP)		(1) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,170 5.0		{ 4,170 5.0		{ 3,000 3.6		{ 2,920 3.5								{ 4,080 4.9		{ 6,080 7.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 19 4.7		{ 18 5.3		{ 13 4.7		{ 13 3.8		{ 13 3.5		{ 17 3.5		{ 24 5.6		{ 23 * 6.1			
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 3,580 4.3		{ 4,330 5.2		{ 4,250 5.1		{ 6,250 7.5											
	ABC TV	MORK/LAVERNE/ FONZ HOUR-1		MORK/LAVERNE/ FONZ HOUR-2 (OP)		ABC WEEKEND SPECIALS THE WINGED COLT, PART 1		AMERICAN BANDSTAND '83											
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,080 3.7		{ 3,580 4.3		{ 3,420 4.1		{ 3,500 4.2		{ 3.7* 15		{ 4.8* 17 *							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 15 3.8		{ 17 3.6		{ 16 4.2		{ 15 4.5		{ 14 * 3.9		{ 17 * 4.4		{ 17 * 4.6		{ 17 * 4.9			
E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 5,160 6.2		{ 5,910 7.1		{ 4,250 5.1		{ 4,410 5.3		{ 4,910 5.9		{ 3,330 4.0							
	CBS TV	BUGS BUNNY/ROAD RUNNER 3 (OP)		BUGS BUNNY/ROAD RUNNER 4 (OP)		GILLIGAN'S PLANET (OP)		NEW FAT ALBERT SHOW (OP)		BLACKSTAR (OP)		CBS CHILDREN'S FILM FEST. PADDLE-TO-THE-SEA							
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,000 4.8		{ 4,910 5.9		{ 3,330 4.0		{ 3,750 4.5		{ 4,000 4.8		{ 2,750 3.3							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 20 4.4		{ 24 5.1		{ 15 3.9		{ 16 4.0		{ 17 4.5		{ 12 4.7		{ 12 4.9		{ 3.4 3.2			
NBC TV	TOTAL AUDIENCE (Households (000) & %)	{ 6,160 7.4		{ 5,500 6.6		{ 4,000 4.8		{ 2,580 3.1								{ 4,830 5.8		{ 14,580 17.5	
		HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		THUNDARR		FLASH GORDON								NBC SPORTS- 30 ROCK (2:00-2:18PM) (-OP)		(2) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,160 6.2		{ 4,410 5.3		{ 3,250 3.9		{ 2,330 2.8								{ 4,080 4.9		{ 6,000 7.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 26 6.2		{ 21 6.2		{ 15 5.3		{ 10 3.9		{ 10 2.8		{ 17 2.7		{ 22 2.7		{ 22 5.8			
TV HOUSEHOLDS USING TV		WK. 1	26.5	27.3	27.5	27.3	26.7	27.3	27.5	27.1	27.3	27.9	28.1	28.5	28.6	28.7	27.7	27.8	
(See Def. 1)		WK. 2	23.9	25.1	25.8	26.1	26.0	27.1	27.6	27.8	29.0	29.6	28.8	30.0	29.9	30.3	30.8	31.1	

U.S. TV Households: 83,300,000

(1) NBC MAJOR LEAGUE BASEBALL, TEXAS VS NEW YORK YANKEES & OAKLAND VS BOSTON, NBC, MULTI-SEG TELECAST
(2) NBC MAJOR LEAGUE BASEBALL, PHILADELPHIA VS ATLANTA & SAN DIEGO VS CHICAGO CUBS, NBC, (2:18-5:49PM)

For explanation of symbols, See page A.

DAY SAT. JULY 23, 1983

U.S. TV Households: 83,300,000
(1) ANHEUSER BUSCH GOLF-SAT., NBC, (5:49-6:00PM) (S)

For explanation of symbols, See page A.

DAY SAT. JULY 23, 1983

		TIME																
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE %	{																
	AVG. AUD. BY ¼ HR.	{																
	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV	LONE RANGER/ ZORRO (SUS)(SUS-OP)	KWICKY KOALA SHOW (SUS)(SUS-OP)	CAPTAIN KANGROO-SUN (SUS)				SUNDAY MORNING				FOR OUR TIMES (SUS)						
	AVERAGE AUDIENCE (Households (000) & %)			2,920				3.5*				3.6*						
	SHARE OF AUDIENCE %			18				19 *				16 *						
	AVG. AUD. BY ¼ HR.			2.9				3.5				3.7						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE %	{																
	AVG. AUD. BY ¼ HR.	{																
	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV	LONE RANGER/ ZORRO (SUS)(SUS-OP)	KWICKY KOALA SHOW (SUS)(SUS-OP)	CAPTAIN KANGROO-SUN (SUS)				SUNDAY MORNING				FOR OUR TIMES (SUS)						
	AVERAGE AUDIENCE (Households (000) & %)			2,830				3.6*				3.6*						
	SHARE OF AUDIENCE %			19				20 *				17 *						
	AVG. AUD. BY ¼ HR.			2.5				3.3				3.5						
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE %	{																
	AVG. AUD. BY ¼ HR.	{																
	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV	LONE RANGER/ ZORRO (SUS)(SUS-OP)	KWICKY KOALA SHOW (SUS)(SUS-OP)	CAPTAIN KANGROO-SUN (SUS)				SUNDAY MORNING				FOR OUR TIMES (SUS)						
	AVERAGE AUDIENCE (Households (000) & %)			2,830				3.6*				3.6*						
	SHARE OF AUDIENCE %			19				20 *				17 *						
	AVG. AUD. BY ¼ HR.			2.5				3.3				3.5						
TV HOUSEHOLDS USING TV		WK. 1	5.9	6.4	7.1	8.1	9.8	12.2	14.2	15.9	17.4	18.6	20.1	21.0	21.9	22.2	22.3	23.3
(See Def. 1)		WK. 2	4.9	5.7	6.6	8.0	9.1	10.3	11.7	13.1	14.6	16.2	18.6	20.0	20.7	22.0	22.6	22.9

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45							
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,580 11.5	BRITISH OPEN GOLF-SUN.								THIS WEEK-DAVID BRINKLEY													
	ABC TV																								
	AVERAGE AUDIENCE (Households (000) & %)	{	4,830 5.8									1,670 2.0													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23 3.8	4.0* 4.2		5.3* 5.7		6.8* 6.4		7.1* 7.8	2.0* 2.1	2.0* 2.0	2.0* 2.0	2.0* 1.9											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			2,750 3.3	FACE THE NATION								MCDONALDS LPGA GOLF-SUN (2:00-4:12PM)											
	CBS TV																								
	AVERAGE AUDIENCE (Households (000) & %)	{			2,080 2.5								2,750 3.3			3.7* 11		2.8* 9 *							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			9 2.7		2.4						3.8 3.5		2.9			2.7							
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{							3,080 3.7	MEET THE PRESS			NBC RELIGIOUS SERIES (SUS)			12,740 15.3			MICHIGAN 500 (2:00-6:30PM)						
	NBC TV																								
	AVERAGE AUDIENCE (Households (000) & %)	{							2,330 2.8						3,750 4.5		3.4* 14		4.0* 14 *						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%							10 2.9	2.7					3.3 3.6	3.9			4.2						
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{			4,500 5.4	THIS WEEK-DAVID BRINKLEY				DIRECTIONS (SUS)															
	ABC TV																								
	AVERAGE AUDIENCE (Households (000) & %)	{			2,670 3.2																				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			12 2.8	3.0* 3.2				3.5* 3.5															
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{			2,830 3.4	FACE THE NATION																			
	CBS TV																								
	AVERAGE AUDIENCE (Households (000) & %)	{			2,170 2.6																				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			10 2.6		2.5																		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{							3,500 4.2	MEET THE PRESS			NBC RELIGIOUS SERIES (SUS)			5,750 6.9			ANHEUSER BUSCH GOLF-SUN.						
	NBC TV																								
	AVERAGE AUDIENCE (Households (000) & %)	{							3,080 3.7						3,000 3.6		2.7* 11		3.4* 10 *						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%							14 3.7	3.7					2.8 2.7	3.1			3.6						
TV HOUSEHOLDS USING TV			WK. 1	24.8	25.4	26.1	26.5	26.4	27.0	27.3	27.2	27.0	27.9	28.7	28.6	28.4	30.1	29.8	30.6						
(See Def. 1)			WK. 2	23.9	25.2	26.3	27.3	27.4	28.5	28.9	29.3	29.2	30.3	30.4	31.1	31.4	31.8	32.3	33.2						

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 17, 1983

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)								8,330 10.0									5,660 6.8
	ABC TV								AMERICAN SPORTSMAN									ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)								4,330 5.2	4.0*		5.3*		6.2*				4,660 5.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.								15 3.7	12 *	5.1	15 *	6.1	17 *	5.6		5.6	
E E K 2	TOTAL AUDIENCE (Households (000) & %)								8,330 10.0									6,660 8.0
	CBS TV								MCDONALD'S LPGA GOLF-SUN (2:00-4:12PM) (-OP)			CBS SPORTS SUNDAY (4:12-6:00PM) (OP)						CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)								3,920 4.7			5.1*		6.2*				5,580 6.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.								14 3.4	11 *	4.8	15 *	5.8	17 *	6.6		6.8	
E E K 3	TOTAL AUDIENCE (Households (000) & %)																	4,910 5.9
	NBC TV								MICHIGAN 500									NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)																	3,920 4.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	12 4.6
W E E K 4	TOTAL AUDIENCE (Households (000) & %)																	5,660 6.8
	ABC TV																	ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)								3,750 4.5	4.4*		4.4*		4.7*				4,580 5.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.								13 4.5	13 *	4.4	13 *	4.4	13 *	5.2		5.8	
E E K 5	TOTAL AUDIENCE (Households (000) & %)								11,160 13.4									8,660 10.4
	CBS TV								CBS SPORTS SUNDAY									CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)								4,660 5.6	4.5*		4.9*		7.2*				7,000 8.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.								16 4.6	13 *	4.9	15 *	5.6	20 *	8.0		8.9	
E E K 6	TOTAL AUDIENCE (Households (000) & %)								8,080 9.7									6,330 7.6
	NBC TV								ANHEUSER BUSCH GOLF-SUN. (2:00-4:00PM)			SPORTSWORLD						NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)								3,580 4.3	4.0*		4.5*		4.5*				5,160 6.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.								13 3.9	12 *	4.0	14 *	4.8	13 *	5.9		6.6	
TV HOUSEHOLDS USING TV		WK. 1	31.5	33.0	33.4	33.8	33.7	33.0	33.7	34.2	34.8	36.6	38.3	38.6	39.2	39.6	39.9	41.0
(See Def. 1)		WK. 2	33.1	33.0	33.1	34.9	34.4	34.9	34.0	34.0	35.4	36.7	36.9	38.4	39.8	40.6	42.1	44.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. JULY 24, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY																			
ABC ABC MONDAY NIGHT BSBL-PRE	1	8.00- 8.11PM	→GRID	6,580	7.9	7,000	8.4	19											
	2	8.00- 8.14PM	→GRID																
CBS MISS UNIVERSE PAGEANT(S)	1	9.00-11.09PM	→GRID 11.00	30,240	36.3	18,830	22.6	38	27.7										
EVENING SATURDAY																			
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	8,750	10.5	8,750	10.5	24	10.5										
	2	8.57- 8.59PM	8.45																
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	9,660	11.6	9,660	11.6	24	11.6										
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	5,250	6.3	5,250	6.3	14	6.3										
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	6,330	7.6	6,330	7.6	17	7.6										
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	5,830	7.0	5,830	7.0	14	7.0										
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	1	7.58- 7.59PM	7.45	6,410	7.7	6,410	7.7	17	7.7										
	2	8.34- 8.36PM	8.30																
ABC ABC NEWSBRIEF-SUN.	2	9.55- 9.56PM	9.45																
	1	10.10-10.12PM	10.00	9,750	11.7	9,660	11.6	21	11.6										
ABC USFL CHAMPIONSHIP POST GM(S)	1	12.05-12.19AM	→GRID	5,660	6.8	5,580	6.7	19											

CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	12,740	15.3	12,740	15.3	28	5.8		9,330	11.2	9,330	11.2	21	11.2	
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	9,000	10.8	9,000	10.8	20	10.8		7,160	8.6	7,160	8.6	16	8.6	
NBC NBC NEWS DIGEST-2-SUN.	2	9.50- 9.51PM	9.45								9,410	11.3	9,410	11.3	20	11.3	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.00	7,330	8.8	7,160	8.6	16	8.7	M-F	9,330	11.2	8,660	10.4	20	8.2	M-F
			9.45						8.7	TU-F						11.8	TU-F
ABC ABC NEWSNIGHTLINE		>	11.30	6,580	7.9	3,920	4.7	14	6.5	MTUWF	6,660	8.0	3,920	4.7	14	6.6	M-F
			11.45				5.8*	16*	5.1	MTUWF				5.8*	16*	4.9	M-F
			12.00						4.3	MTUWF						4.0	M-F
			12.15				3.8*	12*	3.4	MTUWF				3.7*	13*	3.4	M-F
			12.30						2.7	MON.							
ABC VIEWPOINT(S)	1	11.30- 1.01AM	11.30	6,580	7.9	3,170	3.8	13	6.6	THU.							
			11.45				5.7*	15*	4.8	THU.							
			12.00						3.6	THU.							
			12.15				3.2*	11*	2.8	THU.							
			12.30						2.6	THU.							
			12.45				2.4*	11*	2.2	THU.							
			1.00						1.8	THU.							
ABC ONE ON ONE		>	12.30	1,420	1.7	1,170	1.4	6	1.5	MTUWF	1,500	1.8	1,170	1.4	6	1.5	M-F
			12.45						1.3	MTUWF						1.4	M-F
			1.00						1.4	MTUWF						1.2	M-F
CBS NEWSBREAK-M-F	1	8.58- 8.59PM	8.45	8,000	9.6	8,000	9.6	19	9.6	M-F	8,580	10.3	8,410	10.1	20	10.0	M-F
	2	>	8.45														
CBS LATE MOVIE I		>	11.30	8,160	9.8	5,250	6.3	20	6.9	M-F	8,330	10.0	5,410	6.5	21	6.7	M-F
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2									
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
CBS LATE MOVIE I-CONT'D			11.45					6.5*	17*	6.4	M-F					6.7*	19*	6.7	M-F
			12.00							6.2	M-F							6.7	M-F
			12.15					6.2*	21*	6.1	M-F					6.6*	22*	6.4	M-F
			12.30							6.0	M-F							6.2	M-F
			12.45					5.8*	27*	5.9	M-F					6.5*	29*	6.2	M-F
			(SUS)															6.2	M-F
CBS LATE MOVIE II		VARIOUS TIMES	12.30	5,080	6.1	4,170	5.0	27		5.2	M-F	5,000	6.0	4,170	5.0	26		5.1	M-F
		>	12.45							5.3	M-F							5.1	M-F
			1.00							5.1	M-F							5.0	M-F
			1.15					4.9*	28*	4.7	M-F					5.0*	28*	4.9	M-F
			1.30							4.1	M & TH							5.2	TU & W
		VARIOUS TIMES	(SUS)																
CBS CBS NEWS NIGHTWATCH-1		>	2.00	1,500	1.8	1,330	1.6	16		1.8	M-THSU	1,580	1.9	1,250	1.5	16		1.7	M-THSU
			2.15							1.4	M-THSU							1.4	M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	GRID	2,500	3.0	1,080	1.3	24			M-THSU	2,080	2.5	1,000	1.2	24			M-THSU
			2.30							1.6	M-THSU							1.3	M-THSU
			2.45					1.5*	19*	1.5	M-THSU					1.2*	17*	1.1	M-THSU
			3.00							1.6	M-THSU							1.4	M-THSU
			3.15					1.5*	22*	1.5	M-THSU					1.3*	22*	1.2	M-THSU
			3.30							1.5	M-THSU							1.2	M-THSU
			3.45					1.4*	25*	1.4	M-THSU					1.2*	24*	1.2	M-THSU
			4.00							1.4	M-THSU							1.2	M-THSU
			4.15					1.3*	25*	1.3	M-THSU					1.2*	28*	1.2	M-THSU
			4.30							1.2	M-THSU							1.1	M-THSU
			4.45					1.2*	28*	1.2	M-THSU					1.1*	28*	1.1	M-THSU
			5.30							1.1	M-THSU							1.0	M-THSU
			5.45					1.1*	28*	1.1	M-THSU					1.0*	26*	1.0	M-THSU
NBC NBC NEWS DIGEST-M-F	1	8.58- 8.59PM	8.45	8,000	9.6	8,000	9.6	19		9.6	M-F	8,080	9.7	8,080	9.7	19		9.7	M-F
	2	>	8.45																
NBC NBC NEWS DIGEST-2-M-F	1	9.58- 9.59PM	9.45	10,410	12.5	10,410	12.5	22		12.5	TU&TH	9,330	11.2	9,330	11.2	21		11.2	MW
	2	>	9.45																
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,250	11.1	5,580	6.7	20		7.6	M-F	9,160	11.0	5,580	6.7	20		7.7	M-F
			11.45					7.4*	20*	7.2	M-F					7.4*	20*	7.1	M-F
			12.00							6.5	M-F							6.6	M-F
			12.15					6.0*	20*	5.4	M-F					6.1*	21*	5.5	M-F
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,500	4.2	2,750	3.3	15		3.7	M-TH	3,330	4.0	2,750	3.3	15		3.5	M-TH
			12.45							3.0	M-TH							3.0	M-TH
NBC DAVID LETTERMAN SP(S)	2	12.30- 1.54AM	12.30									4,250	5.1	2,500	3.0	14		3.4	FRI.
			12.45													3.2*	12*	3.1	FRI.
			1.00															3.2	FRI.
			1.15													3.2*	15*	3.1	FRI.
			1.30															2.7	FRI.
			1.45													2.5*	15*	2.2	FRI.
NBC DAVID LETTERMAN SPECIAL(S)	1	12.30- 2.00AM	12.30	4,250	5.1	2,170	2.6	13		3.5	FRI.								
			12.45					3.1*	12*	2.8	FRI.								
			1.00							2.7	FRI.								
			1.15					2.5*	12*	2.4	FRI.								
			1.30							2.4	FRI.								
CONT'D																			

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
NBC DAVID LETTERMAN SPECIAL(S)-CONT'D																			
			1.45					2.1*	13*	1.9	FRI.								
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,580	3.1	2,000	2.4	15	2.6	M-TH		2,580	3.1	2,080	2.5	15	2.6	M-TH	
			1.15						2.3	M-TH							2.3	M-TH	
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	1,500	1.8	1,250	1.5	12	1.7	M-F		1,500	1.8	1,330	1.6	12	1.6	M-F	
			1.45					1.6*	12*	1.5	M-TH				1.5*	11*	1.6	M-TH	
			2.00						1.4	M-F							1.6	W & F	
			2.15					1.2*	10*	1.1	M-F				1.8*	16*	1.7	W & F	
		VARIOUS TIMES (SUS)																	
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-600A(SUS)		6.00- 6.15AM	6.00							M-F								M-F	
ABC ABC WORLD NEWS-MORN-615A(SUS)		6.15- 6.30AM	6.15							M-F								M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,250	1.5	1,170	1.4	15	1.4	M-F		1,250	1.5	1,170	1.4	16	1.4	M-F	
ABC ABC SPECIAL REPORT-10.30A(SUS)	2	10.30-10.47AM	10.30															THU.	
ABC ABC DAYTIME NEWSBRIEF-M-F		>	1.45	7,160	8.6	7,000	8.4	26	8.3	M-F		7,080	8.5	7,160	8.6	27	8.5	M-F	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,250	1.5	1,000	1.2	18	1.1	M-F		1,080	1.3	1,000	1.2	18	1.1	M-F	
			6.45						1.2	M-F							1.2	M-F	
CBS CBS NEWS SPECIAL REPORT(SUS)	2	10.30-10.46AM	10.30															THU.	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,750	8.1	6,500	7.8	29	7.8	M-F		6,580	7.9	6,250	7.5	29	7.5	M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,330	6.4	5,080	6.1	19	6.1	M-F		5,580	6.7	5,250	6.3	19	6.3	M-F	
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30	1,080	1.3	920	1.1	13	1.0	M-F		1,080	1.3	920	1.1	14	1.0	M-F	
			6.45						1.2	M-F							1.2	M-F	
NBC REAGAN NEWS CONF.-NBC(SUS)	2	10.30-10.46AM	10.30															THU.	
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.25AM		8.25- 8.29AM	8.15	2,580	3.1	2,250	2.7	23	2.7			2,330	2.8	1,830	2.2	20	2.2		
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	4,750	5.7	4,080	4.9	19	4.9			4,410	5.3	4,000	4.8	20	4.8		
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	4,080	4.9	3,500	4.2	15	4.2			4,080	4.9	3,580	4.3	17	4.3		
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,670	2.0	1,420	1.7	15	1.7			1,330	1.6	1,250	1.5	14	1.5		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	1,670	2.0	1,330	1.6	10	1.6			2,420	2.9	2,080	2.5	17	2.5		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	2,420	2.9	2,170	2.6	14	2.6			2,170	2.6	2,000	2.4	13	2.4		
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,750	4.5	3,500	4.2	19	4.2			3,420	4.1	3,170	3.8	18	3.8		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,000	6.0	4,410	5.3	21	5.3			4,330	5.2	4,080	4.9	20	4.9		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,750	6.9	5,660	6.8	25	6.8			4,410	5.3	4,330	5.2	21	5.2		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,830	5.8	4,170	5.0	18	5.0			5,660	6.8	4,750	5.7	23	5.7		
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,170	5.0	3,830	4.6	17	4.6			3,580	4.3	3,250	3.9	15	3.9		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,170	5.0	3,920	4.7	17	4.7			3,830	4.6	3,670	4.4	16	4.4		
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,500	5.4	4,330	5.2	19	5.2			4,410	5.3	3,830	4.6	16	4.6		
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	2,420	2.9	2,250	2.7	23	2.7			2,330	2.8	2,170	2.6	24	2.6		
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,170	3.8	3,000	3.6	23	3.6			2,670	3.2	2,500	3.0	20	3.0		
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	5,830	7.0	5,580	6.7	28	6.7			5,160	6.2	5,000	6.0	26	6.0		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																			
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	3,920	4.7	3,750	4.5	18	4.5			5,160	6.2	4,830	5.8	24	5.8		
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	4,000	4.8	3,830	4.6	17	4.6			4,830	5.8	4,580	5.5	22	5.5		
NBC NBC SPORTS-30 ROCK	1	2.00- 2.23PM	-GRID	5,410	6.5	4,080	4.9	17				4,830	5.8	4,080	4.9	17			
	2	2.00- 2.18PM	-GRID																
		2.15							5.5										
NBC NBC MAJOR LEAGUE BASEBALL	2	2.18- 5.49PM	-GRID									14,580	17.5	6,000	7.2	22			
		5.45																	8.7
DAY SUNDAY																			
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15																
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45																
CBS MCDONALDS LPGA GOLF-SUN(S)	1	2.00- 4.12PM	-GRID	7,330	8.8	2,750	3.3	11											
		4.00							4.0										

CT LCH MEMBERS ON (X2)		8.1	1.8	8.1	8.2	4.3	8.3	8.0	3.7	4.2	1.2	7.0	8.1	10.2	53.0	8.0	8.0		
MS NBC MONDAY NIGHT FOOTBALL		11.3	8.8	10.2	8.1	8.5	8.8	8.1	12.8	8.8	3.8	8.3	8.2	4.2	1.0	5.0	1.0		
MT SYMPHONY MEET		13.9	1.4	8.0	2.3	8.3	8.4	8.0	13.8	8.8	3.8	8.3	8.2	18.0	54.8	8.4	8.0		
OS UNIVALENCE BEYOND		12.3	1.4	1.8	8.8	1.8	8.3	8.0	1.3	8.8	1.8	8.8	8.2	3.0	1.2	8.4	8.4		
YS NBC MONDAY NIGHT FOOTBALL		10.7	8.0	2.3	8.0	7.8	8.9	1.8	8.0	8.8	3.0	8.0	8.2	13.0	1.5	8.2	8.8		
8:30-9:00AM MONDAY NIGHT FOOTBALL		10.7	8.0	2.3	8.0	7.8	8.9	1.8	8.0	8.8	3.0	8.0	8.2	13.0	1.5	8.2	8.8		
MS NBC MONDAY NIGHT FOOTBALL		10.7	8.0	2.3	8.0	7.8	8.9	1.8	8.0	8.8	3.0	8.0	8.2	13.0	1.5	8.2	8.8		
MT GOAL SONGS		11.3	8.8	10.2	8.1	8.5	8.8	8.1	12.8	8.8	3.8	8.3	8.2	4.2	1.0	5.0	1.0		
C MONDAY NIGHT		10.7	8.0	2.3	8.0	7.8	8.9	1.8	8.0	8.8	3.0	8.0	8.2	13.0	1.5	8.2	8.8		
MS NBC MONDAY NIGHT FOOTBALL		10.7	8.0	2.3	8.0	7.8	8.9	1.8	8.0	8.8	3.0	8.0	8.2	13.0	1.5	8.2	8.8		
Y NBC MONDAY NIGHT FOOTBALL		10.7	8.0	2.3	8.0	7.8	8.9	1.8	8.0	8.8	3.0	8.0	8.2	13.0	1.5	8.2	8.8		
8:00-8:30AM MONDAY NIGHT FOOTBALL		10.7	8.0	2.3	8.0	7.8	8.9	1.8	8.0	8.8	3.0	8.0	8.2	13.0	1.5	8.2	8.8		
1:30-2:00PM MONDAY NIGHT FOOTBALL		10.7	8.0	2.3	8.0	7.8	8.9	1.8	8.0	8.8	3.0	8.0	8.2	13.0	1.5	8.2	8.8		
1:00-1:30PM		10.7	8.0	2.3	8.0	7.8	8.9	1.8	8.0	8.8	3.0	8.0	8.2	13.0	1.5	8.2	8.8		
8:30-9:00AM MONDAY NIGHT FOOTBALL		10.7	8.0	2.3	8.0	7.8	8.9	1.8	8.0	8.8	3.0	8.0	8.2	13.0	1.5	8.2	8.8		
8:00-8:30AM MONDAY NIGHT FOOTBALL		10.7	8.0	2.3	8.0	7.8	8.9	1.8	8.0	8.8	3.0	8.0	8.2	13.0	1.5	8.2	8.8		
MONDAY EVENING		10.7	8.0	2.3	8.0	7.8	8.9	1.8	8.0	8.8	3.0	8.0	8.2	13.0	1.5	8.2	8.8		
1:00-1:30PM		10.7	8.0	2.3	8.0	7.8	8.9	1.8	8.0	8.8	3.0	8.0	8.2	13.0	1.5	8.2	8.8		
MR & MRS	MONDAY NIGHT	10.7	8.0	2.3	8.0	7.8	8.9	1.8	8.0	8.8	3.0	8.0	8.2	13.0	1.5	8.2	8.8		
LINE (WAL)	MONDAY NIGHT	10.7	8.0	2.3	8.0	7.8	8.9	1.8	8.0	8.8	3.0	8.0	8.2	13.0	1.5	8.2	8.8		
DAY	MONDAY NIGHT	10.7	8.0	2.3	8.0	7.8	8.9	1.8	8.0	8.8	3.0	8.0	8.2	13.0	1.5	8.2	8.8		

Bulletin

July 22, 1983

THE PRESIDENT'S JUNE 28 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Tuesday, June 28, 1983, at 8:00-8:35PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	36.4	30.3
Average Audience		
Households	31.7	26.4
Total Persons*	19.7	42.8
Total Women	24.1	20.8
18-49	18.9	10.2
Total Men	19.6	15.3
18-49	15.8	8.2
Total Teens	12.6	2.7
Total Children*	12.5	4.0

*Excluding children under 2 years of age.

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